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Women's Preferences Among Selected Textile Products

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Women's Preferences Among Selected Textile Products

Prepared in the Bureau of Agricultural Economics

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INTRODUCTION

Purpose and Plan of the Study.—This survey was addressed to the problem of the competitive position of cotton and other fibers in specific end-use markets. Market outlets for household and apparel textiles are largely determined by the actions of ultimate consumers. Information of various kinds is available at the manufacturing, converting, fabricating, wholesaling, and retailing levels, but there are few adequate data on consumer preferences. Consequently, information relating to factors affecting consumer preferences for textile products is needed to supplement that already assembled or being assembled on other phases of the problem.

The Cotton Subcommittee of the House Committee on Agriculture has been investigating problems affecting cotton and suggesting solutions to them. One part of this investigation resulted in the establishment of nine active projects dealing with agricultural economic problems of the Cotton Belt. One of these nine was a project to examine the competitive position of cotton by major end-use products. Members of this particular project committee urged the Bureau of Agricultural Economics to proceed with a survey to learn consumer preferences with respect to selected textile products.

Such a survey was undertaken. A sample of 1,782 women was selected and interviewed. These women represented all women in the United States between the ages of 18 and 65, and homemakers of any age. The results are reported here. A copy of the interview schedule is included in the appendix.

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In planning this survey and in analyzing the results, the Bureau of Agricultural Economics had the benefit of technical assistance from many sources. An advisory committee, made up of representatives from the Bureau of Human Nutrition and Home Economics, the Production and Marketing Administration, and the Southern Regional Research Laboratory at New Orleans, as well as from various divisions in the Bureau of Agricultural Economics, gave general guidance to the study. Members of the staff of a project committee of the Cotton Subcommittee of the House Committee on Agriculture were generous in the time given for consultation. A staff member of the Bureau of Human Nutrition and Home Economics gave invaluable assistance in the pretesting of the interview schedule in the field and in analysis.

It is hoped that the results of this research, of which the present survey is only a beginning, will supply many groups—directors of research (Federal, State, and private), textile mills, finishers, dyers, designers, converters, stylists, fabricators, and distributors—with basic information regarding the features that women of the United States consider desirable or undesirable about cotton and other fibers, as those features appear in particular items of clothing and household textiles. These findings may supply a basis for re-examination of the facilities, techniques, and procedures in manufacturing, converting, fabricating, and distributing these products. Such a re-examination might discover effective means for exploiting more efficiently the desirable features and overcoming the undesirable features of these materials.

Research and other agencies may then be in a position to increase the desirability of finished products by improving the design and structure of the fabrics for specific end-uses. They may also develop improved dyes, finishes, and styling, and the results may serve as a guide for more preferred styling and construction of clothing and household fabrics. In addition, information gained by this type of research among consumers may provide a basis for advertising and educational programs.

Interest in the report lies not only in the findings themselves but in the demonstration of what this type of research in the field of consumer preferences can yield in the way of results. It also gives indications of how future surveys may be improved in regard to sampling, question wording, and analysis, and may point the way toward further research with respect to many farm products.

The Sample Used.—The sample used was designed to be representative of women in the continental United States between 18 and 65 years old, and of homemakers regardless of age. Not more than three such women were interviewed in any one household. Sampling was done by the areal method, and field interviewing took place during October and November 1946. During this time, 1,782 women living in all the designated sample areas were interviewed.

The sampling procedure (establishment of sampling rates in the counties, cities, etc.) is such that every household in the United States had an equal chance of being in the sample. In other words, the selection of individual households for the sample was in no way determined by personal decision or judgment.

First, the United States was divided into two major parts—the 11 largest metropolitan areas and all other territory. The 3 largest

metropolitan areas were selected automatically because of their size. Every alternate 1 of the next 8 largest metropolitan areas was chosen.

All counties in the United States not belonging to the 11 largest metropolitan areas were put into 27 groups on the basis of the degree of urbanization, per capita income, industrialization, and other factors, in such a way as to have all counties within a group as much alike as possible. One county was selected at random from each group.

Within the selected counties, a sample of towns and cities was selected at random, in such a way as to give proper representation of the towns and cities of various sizes. Within the sample cities, blocks were selected at random with restrictions that they be uniformly scattered over the city, and within the sample blocks a sample of dwelling units was chosen at random. In the open country part of the sample counties, small areas of land were selected at random with the restriction that they be uniformly distributed over the county in accordance with the way houses are distributed.

Interpreting the Findings.—Interpretation has been left, for the most part, to those who want to apply the data to specific problems that concern them most.

It is important that the readers of this report should understand that all the data in it reflect simply the attitudes and opinions of the women interviewed. Their actual practices in buying may in some cases be at variance with their expressed preferences. In a few instances the women's opinions have been contradicted by laboratory tests. For example, some of the good and bad qualities that the interviewed women attribute to the various fabrics reflect popular misconceptions that are not borne out by scientific tests. Even in those cases the data have a certain use in showing what the consumers think about the fabrics they buy and in indicating areas in which corrective educational measures may be useful.

Particular caution is advisable in interpreting the data on prices that appear in the replies to questions about several different articles. For each ready-made article about which women buyers were asked to mention the most important things they look for, a relatively small proportion mentioned the price. Yet, when they were questioned directly about the importance of price, a substantial majority said they pay more or as much attention to price as to other things. The low frequency of spontaneous mentions means that price is not foremost in the minds of many women when they think about the important points they look for in buying particular articles. Perhaps this is because a woman, when thinking about a particular article, automatically takes a certain price range for granted so much that other things come to her mind first when she begins thinking about the qualities she feels are most desirable in that specific article.

The question of price is important but it is so complex that it should have much more detailed attention than was possible in this survey. The principal objectives here were to obtain information indicating what fibers and what characteristics women prefer in selecting several different items. Considerations of price could only be touched on, without making the questionnaire extremely long; but some questions were included in the hope they might furnish some useful, even if scanty, information.

The size and character of the sample for this study permit only a few break-downs to be made with any validity. It is not possible, for example, to show variations between different regions of the country, even though climate and other regional factors might affect some of the answers given.

Some of the tables show that replies to certain questions vary with differences in age, education, income, and urban or rural location. But this may or may not mean that the differences in replies are *caused* by these variations. Furthermore, the fact that the replies vary with years of schooling, for example, may be due to some other factor that happens to be associated with education, rather than to differences in education itself. To illustrate, women who have had only a grade-school education are apparently the least likely, and those who have had a college education are the most likely to buy ready-made summer street dresses, but this would not necessarily warrant assuming that more education *causes* many women to buy their dresses instead of making them.

Both the degree of education and the purchase of ready-made dresses might be the result of higher incomes, even though it is impossible to learn from the data shown here what is cause and what is effect. However, it is worth while to note that higher education and purchase of ready-made summer street dresses are positively associated together.

For the sample as a whole, percentages ranging between 20 percent and 80 percent are accurate to within 4 percentage points. That is, the chances are 67 in 100 that the true percentage falls somewhere within 4 points on either side of any given percentage. The chances are 95 in 100 that the true percentage will fall within 8 points on either side of any given percentage. For subsamples of 1,000 these percentages of error are approximately 5 and 10 points, respectively. For subsamples of 500 they are 7.5 and 15 points at the two levels of reliability. For percentages below 20 percent or above 80 percent, these ranges of error are smaller.

In many tables the sample has been expanded to indicate the actual number of women in the United States which the sample represents. The expansion factor is 25,300. Thus, assuming that the sample is in fact representative of all women between 18 and 65 years and all homemakers regardless of age, the percentages in the tables of the report may be converted into numbers of women by simply multiplying the number of women on which any given table is based by the percentage of those women who gave a particular reply and then multiplying this number by the expansion factor.

For example, 59 percent of the 1,782 women said they bought ready-made house dresses. This amounts to 1,052 women in the sample which, when multiplied by the expansion factor of 25,300, gives 26,615,000, or a round number of 27 million women who buy ready-made house dresses. This number, of course, is an approximation because the limits of error of the percentages apply also in the expansion. As previously stated the chances are about 2 in 3 that the true percentage falls within 4 points on either side of a given percentage and 95 in 100 that it falls within 8 points on either side of a given percentage. Thus, in the illustration used here, the chances are 2 in 3 that the actual number of women who buy ready-made

house dresses is between 25 and 28 million. The chances are 95 in 100 that it is somewhere between 23 and 30 million. In the tables showing women in terms of millions, the figures are the straight expansions, and readers who wish to do so should apply the limits of error calculation as just explained. All percentage figures have been rounded to the nearest whole number, and all expansions have been rounded to the nearest million.

Information bearing on the validity of the sample will be found in the appendix.

Spontaneous Answers and the Ratio of Salience.—In order to get as complete a response as possible two types of questions were used for five selected articles—open questions and checklist questions. Thus, women were asked:

"What are the most important things you look for in buying a house dress?"

This is an open question, that is, one in which no answers are suggested to the respondent by the question itself. Such questions leave the respondents free to give spontaneously any answers that come to mind and they elicit a wide range of responses. To make sure that certain specified points are covered, however, open questions are usually supplemented by closed or checklist questions which the respondent is asked to answer according to certain fixed alternatives or select one answer from a number of suggested answers.

To supplement the open question quoted above, women, after they had answered the open questions, were shown a checklist of selected characteristics pertaining to house dresses and asked to choose the three they considered most important. Thus, the complete response in regard to any one of these characteristics is the percentage of women who mentioned it spontaneously in answering the open question plus those additional women who selected it from the checklist but did not mention it when answering the open question. Those women who mentioned any particular characteristic spontaneously and who also chose it on the checklist are counted only in the spontaneous replies.

While this combination of questions gives a more complete response than either type will do alone, it also makes it possible to find out which answers are most salient in the thinking of the respondents. The word "salient" is used here according to the definition in Webster's New International Unabridged Dictionary as, "appearing above or beyond a general line, surface, or level; prominent; noticeable; as one's salient traits." It is a common term in public opinion and attitude research and is likely to be a useful concept in future market research which employs survey techniques.

Spontaneous answers indicate the things that are salient, that is, that are to the fore or are prominent in the thinking of the respondent, and for this reason may be different from those obtained by means of a checklist. The open-question and spontaneous-answer method is used to discover those things that are salient in a respondent's mind within the frame of reference set by the question. The proportion of spontaneous or salient responses among the total responses, called the "ratio of salience," should be useful to those who wish to differentiate between the two types of answers in interpreting the findings of this study. By tying these two types of answers together, this ratio offers a means of comparing the differences in the degree of

salience or prominence of different characteristics among respective groups of women who cited different characteristics.

Those characteristics that are shown either to be the most salient or to have the highest ratios of salience are probably those which are regarded as most important or about which respondents feel most strongly. Whether or not salience is a measure of importance depends to a large extent on the way in which questions are phrased. In this survey the questions were asked in such a way that the frame of reference was the importance which each woman ascribed to the different characteristics. For this reason we may feel reasonably sure that the concept of importance is definitely involved in the salient answers and the ratios of salience given in this report. The total percentage of women responding to any particular characteristic, the percentage who gave spontaneous or salient responses, and the ratios of salience, should all be considered together in judging the significance of the findings.

One might argue that characteristics cited by a high percentage of women but with a low degree of salience should be stressed by advertisers; that such characteristics are the kind of things that women want once they are called to their attention, while those that are salient are already prominent in the thinking of women and therefore do not need to be emphasized. On the other hand, it could be said that such special attention might be wasted; that advertising would be more effective if it emphasized those characteristics which not only are cited by a large percentage of women but are most prominent in the thinking of the whole group of buyers and among those who cite the qualities. The choice between these two points of view must be left to the users of this report in applying the results to their own particular problems, and those who are advertising specialists will be able to work out their own applications of the findings to fit different promotional situations. A more detailed discussion of salience will be found in the appendix.

Tables 1 to 7, pages 7 to 13, summarize the major findings of the survey. Fuller details are given in the tables in the appendix.

SUMMARY OF SURVEY FINDINGS

The present survey is concerned with 16 items of women's clothing and household articles. These items were selected in consultation with specialists in the Bureau of Human Nutrition and Home Economics, the Southern Regional Research Laboratory, the Production and Marketing Administration in the United States Department of Agriculture, and representatives of the textile industry. They do not complete the range of fabrics or textile end-products used by women, of course, but the list does represent certain items in which different fibers are in a competitive position and in which women are afforded a choice of fiber in the retail outlets. Moreover, 16 items are about the most that can be covered in any detail, in a single survey. Information on other textile items used by women and on textiles used by children, girls, boys, and men would require separate studies.

From a marketing viewpoint, it is important to know how many women buy the different items ready-made. As all these items are

available in this form, many of the women who do not buy presumably constitute a potential market. Knowledge of the qualities women look for in these articles ought to be a helpful guide when advertising campaigns directed at the potential market are drawn up and when research is planned to develop or accentuate the qualities in textiles and textile end-products that women will want.

When considering the articles mentioned in the tables, it should be borne in mind that women were not asked to set any time limits as to when they last bought or began to use any of the items. Of course, some of the women probably use all of the items listed, and the items listed are not the only textiles used by the women interviewed. Thus, many of the women who use part-wool blankets may also use all-wool blankets; some women who buy ready-made garments may also sometimes make their own; and a woman who buys nightgowns may likewise buy pajamas.

It is estimated by the Bureau of the Census that there are about 45,100,000 women between the ages of 18 and 65 years in the United States today. How many of these women *buy* and how many *do not buy* the ready-made textile articles studied in this survey is shown in table 1.

TABLE 1.—*Women who say they buy selected items of ready-made clothing*

[1,782 women interviewed]

Item	Buy ready-made		Do not buy ready-made		Not ascertained
	Percent	*Millions*	*Percent*	*Millions*	*Percent*
House dresses	59	27	41	18	------
Summer street dresses	79	36	21	9	------
1-piece winter street dresses	78	35	22	10	------
Short-sleeved blouses	55	25	45	20	------
Summer slips	87	39	13	6	------
Nightgowns and pajamas	74	33	25	11	1
Special coats for rainy weather	28	13	72	32	------
Full-length stockings for street wear	97	44	3	1	------
Anklets	39	17	61	28	------
Aprons	30	13	69	31	1

Questions on the items listed in table 2 were asked only of homemakers; that is women who did the buying of household textiles for the home. There were 1,522 of these in the sample, which means an estimated 39 million such women in the United States.

In tables 1 and 2 it may be seen, for example, that 59 percent or 27 million women buy ready-made house dresses but that 41 percent or 18 million do not buy these garments ready-made. Most of these nonbuyers make their own house dresses, or wear old street dresses, or use slacks. Only 28 percent of the women said they use special coats for rainy weather, and 72 percent use other kinds of coats, or umbrellas, etc. Here, then, are approximately 32 million women among whom must be many potential customers for raincoats. Other items in the table can be interpreted in a similar way.

TABLE 2.—*Homemakers who say they buy selected items of household textiles ready-made*

[1,522 homemakers interviewed]

Item	Buy ready-made		Do not buy ready-made		Not ascertained
	Percent	*Millions*	*Percent*	*Millions*	*Percent*
Tablecloths and/or place mats for everyday use	47	18	52	20	1
Bedspreads	86	33	14	5	------
Part-wool blankets	59	23	40	15	1
Dish towels	33	13	65	25	2
Light-weight curtains	74	28	24	9	2

What fibers do women prefer in ready-made garments and household textiles?—Women have definite fiber preferences for specific textile products and garments. These are indicated in table 3 but will be discussed, item by item, later in the report, together with the reasons these women gave for particular preferences.

TABLE 3.—*Fiber preferences as expressed among women who buy ready-made items*

Items	Cotton	Rayon	Wool	Mixed fibers	Other fibers	No preference	Not ascertained	Number interviewed who buy each item
	Percent	*Percent*	*Percent*	*Percent*	*Percent*	*Percent*	*Percent*	*Number*
House dresses	86	3	-----	----	-----	9	2	1,052
Summer street dresses	28	28	-----	7	-----	32	5	1,412
1-piece winter street dresses	2	29	42	[1] 22	3	11	6	1,387
Short-sleeved blouses	23	56	-----	5	3	21	4	984
Summer slips	8	75	-----	4	6	4	3	1,547
Nightgowns	55	29	-----	2	3	6	5	888
Pajamas	71	13	-----	3	-----	8	5	425
Special coat for rainy weather	29	15	5	16	[2] 13	15	7	502
Full-length stockings	4	13	-----	-----	[3] 74	4	5	1,721
Anklets	71	3	3	9	-----	7	7	687
Aprons	80	-----	-----	-----	8	7	5	532
Tablecloths and/or place mats	56	2	-----	5	[4] 23	9	5	603
Bedspreads	76	11	-----	3	-----	4	6	1,305
Dish towels	39	-----	-----	15	[4] 33	10	3	502
Part-wool blankets (wool mixed with)	51	16	-----	-----	-----	27	6	900
Light-weight curtains	55	13	-----	14	-----	13	5	1,119

[1] Mainly wool mixed with cotton, rayon, or silk.
[2] Mainly plastic.
[3] Mainly nylon—some silk.
[4] Mainly linen.

Some percentages add to more than 100 percent because some women made more than 1 choice.

What do women look for when buying certain ready-made items?—Four kinds of garments and 1 household fabric were selected for special questions. At the end of the interview, women were shown a list of 8 characteristics and asked to choose 3 out of the list that they considered most important for each article. Earlier in the interview, women had also been asked to name the most important things they looked for in buying each of the articles. Table 4 lists each of the 5 articles.

For the women who buy each article ready-made, the table also gives the percentage favoring each of the 8 qualities. These percentages are the sum of the percentage of women who spontaneously mentioned a quality included on the checklist plus the percentage who did not mention it spontaneously but did select it from the checklist. The table thus represents the total response on each of the 8 characteristics for each of the 5 articles. Tables in the Appendix also give other characteristics that women regard as important for each of the various articles about which questions were asked.

As shown in table 4, good laundering qualities, durability, and nice appearance were most often cited as the most important characteristics

TABLE 4.—*Most important characteristics women say they seek in selected ready-made items*

Characteristics	Percentage of women responding to each characteristic for each article [1]				
	House dresses	Summer street dresses	One-piece winter street dresses	Short-sleeved blouses	Curtains
	Percent	*Percent*	*Percent*	*Percent*	*Percent*
Good laundering qualities (will wash and iron well)	83	71	6	75	73
Durability (will wear well)	78	59	73	70	83
Nice looking (good color and style)	74	87	84	84	69
Is practical and comfortable in cut	57	45	47	44	--------
Is not expensive	47	38	31	38	44
Will not fade in sun	22	22	3	8	37
Right weight (warm for winter, cool for summer)	10	40	47	10	--------
Will dry-clean well	1	11	66	8	5
Number of women interviewed who buy these ready-made items	1, 052	1, 412	1, 387	984	1, 119

[1] Percentages total to more than 100 because women selected three items from the checklist and some women mentioned more than one characteristic spontaneously.

by women who buy ready-made house dresses.[1] Appearance, launderability, and durability were ranked in that order by the purchasers of summer street dresses. Women who buy one-piece winter street dresses also ranked appearance and style first, with durability and dry-cleaning qualities second and third, respectively. The purchasers of short-sleeved blouses gave first place to style factors and cited good laundering qualities and durability as the two next most important qualities looked for in these garments. Buyers of curtains thought that durability was the most important quality they sought in these articles, with launderability and nice appearance ranking next in order.

It is of interest that, among the purchasers of each of the five articles, inexpensiveness was mentioned or selected relatively less often than many of the other factors. It ranks in fourth place among the buyers of curtains and in fifth place among the purchasers of short-sleeved blouses and house dresses. Women who buy summer or winter street dresses chose among the various characteristics in such a way that inexpensiveness ranks sixth. Nevertheless, it should be noted that the factor of inexpensiveness was mentioned or selected by from one-third to almost one-half of the women who buy any of these five articles.

What do women say are good and bad points of cotton and rayon in ready-made women's clothing?—After women had been questioned about specific articles of clothing, they were asked to think especially about cotton and rayon in ready-made women's clothing, generally. They were then asked what they thought were the good points about cotton and the good points about rayon and what were the bad points of each fiber. These answers form the basis of tables 5 and 6.

Cotton is mentioned much more often than rayon in regard to good wearing qualities, launderability, and appearance after laundering. Rayon is cited more frequently for qualities of attractive, dressy appearance and for its comfortable feel to the skin. Apparently, the chief reasons some women dislike cotton are that they think that cotton fabrics are not colorfast, that cotton does not have a dressy appearance, and that it looks sleazy. The undesirable qualities that women most often attribute to rayon are fraying and pulling at the seams, sticking to the iron, and lack of durability.

Women were asked to compare the two fibers for seven specific characteristics. For example, they were asked, "Which do you think wears longer, cotton or rayon; or is there any difference?" Similar questions in regard to the other characteristics brought answers that form the basis of table 7.

[1] As far as possible in the process of coding answers, these general categories have been made mutually exclusive. In cases where this was not possible, it is likely that there is overlap. Thus, women who mentioned durability but without elaboration may have included durability under the laundering process, sturdy construction features, and long-wearing fabrics, all together in one general concept.

TABLE 5.—*What women say they like about cotton and rayon material in ready-made clothing* [1]

[1,782 women interviewed]

Points of preference	Cotton [2]	Rayon [2]
	Percent	*Percent*
Points on Which Cotton Was Mentioned More Often Than Rayon		
It is durable, wears well	51	8
It looks well after laundering	37	11
It is easy to launder	23	13
It is colorfast	12	3
It can be laundered	9	1
It doesn't shrink or stretch	6	1
It stands up well under laundering	4	--------
It does not fray, pull at the seams	4	--------
It is suitable, practical	4	--------
It is inexpensive	3	2
It can be starched	2	--------
It is warm	1	--------
It is easy to mend	1	--------
Points on Which Rayon Was Mentioned More Often Than Cotton		
It is good looking, dressy	14	53
It feels good next to the skin	2	9
It comes in pretty colors and prints	6	8
It is cool	6	7
It doesn't wrinkle	--------	3
It doesn't have to be starched	--------	2
It dry-cleans well	--------	2
Miscellaneous good points [3]	5	10
Doesn't have any good points	1	8
Not ascertained	8	10

[1] This table is based on the questions: "What are the things you like about cotton material in ready-made clothing—what are its good points?" "What are the things you like about rayon material in ready-made clothing—what are its good points?"

[2] Percentages total to more than 100 because many women mentioned more than 1 favorable aspect of cotton and rayon materials in ready-made clothing.

[3] Combines qualities no one of which was mentioned with a frequency of more than 1 percent.

TABLE 6.—*What women say they dislike about cotton and rayon material in ready-made clothing* [1]

[1,782 women interviewed]

Reasons for dislike	Cotton [2]	Rayon [2]
	Percent	*Percent*
Points on Which Cotton Was Mentioned More Often Than Rayon		
It is not colorfast	15	3
It is not good looking, dressy	8	------
It is thin, sleazy	7	2
It wrinkles	4	3
It doesn't fit smoothly	4	------
It is too expensive	3	1
It comes in unattractive colors and prints	2	------
It has to be starched	1	------
It contains starch, sizing	1	------
Points on Which Rayon Was Mentioned More Often Than Cotton		
It frays and pulls at the seams	------	39
It melts, sticks to the iron	------	14
It is not durable	2	14
It shrinks and stretches	10	13
It doesn't look good after laundering	1	5
It cracks, breaks, splits	------	4
It doesn't stand up well under laundering	------	3
It has to be dry-cleaned	------	3
It is hard to launder	2	3
It dry-cleans poorly	------	1
It becomes shiny	------	1
Miscellaneous bad points [3]	6	9
Doesn't have any bad points	43	14
Not ascertained	9	10

[1] This table is based on the questions: "What are the things you don't like about cotton material in ready-made clothing—what are its bad points?" "What are the things you don't like about rayon material in ready-made clothing—what are its bad points?"

[2] Percentages total to more than 100 because some women mentioned more than 1 unfavorable aspect of cotton and rayon materials in ready-made clothing.

[3] Combines qualities no one of which was mentioned with a frequency of more than 1 percent.

TABLE 7.—*Comparison of opinions on cotton and rayon for certain selected qualities in women's ready-made clothing in general*

[1,782 women interviewed]

Qualities mentioned	Cotton	Rayon	No difference	No opinion
Desirable qualities	*Percent*	*Percent*	*Percent*	*Percent*
Wears longer	73	7	11	9
Easier to wash and iron	57	21	13	9
Looks nicer after washing	45	18	28	9
Cooler for summer wear	44	35	13	8
Feels better next to skin	24	53	13	10
Undesirable qualities				
More likely to wrinkle	40	35	16	9
More likely to pull or fray at seams	2	89	2	7

Apparently a large majority of women favor cotton over rayon in respect to longer wearing qualities, ease of laundering, and in being less likely to pull and fray at the seams. Women favor cotton also in saying that it looks nicer than rayon after washing, but a considerable number think there is no difference between the two fibers in this respect. As to feeling good next to the skin, apparently more than twice as many women prefer rayon as cotton. In regard to coolness for summer wear and tendency to wrinkle, there is little difference in the expressed opinions about cotton and rayon.

SELECTED ITEMS OF WOMEN'S CLOTHING

HOUSE DRESSES

It was shown in tables 1 and 3 that 59 percent of the women buy ready-made house dresses and that 86 percent of these customers say they prefer house dresses made of cotton.

Among women who live in metropolitan areas and the larger cities, the percentage who buy ready-made house dresses is higher than in smaller towns and the open country. For example, 69 percent of the metropolitan women buy ready-made house dresses compared with 48 percent of those living in towns of 2,500 or less, or in the open country (tables 8 and 9, pp. 33 and 34). Women whose family incomes are in the upper two-thirds of the income distribution (above $1,800 a year) are more likely to be customers than those in the lower third of the income distribution. There is no apparent relation between buying and either age or education.

With respect to characteristics of house dresses and other articles the open questions to which spontaneous replies were made elicited a wider range of responses than the eight characteristics included on the checklist. Table 10 gives only those characteristics of house dresses

which were included on the checklist. The same is true of summary table 4. Table 11 includes these same characteristics, with a breakdown of some of the more inclusive categories, plus additional characteristics which were not included in the checklist but were mentioned spontaneously in reply to the open questions.

Column S of table 10 shows the percentage of women who spontaneously mentioned each of the characteristics on the checklist and is identical with the figures in that part of table 11 that pertains to items appearing on the checklist. Column T gives the total percentage of women who cited any of the checklist characteristics. It is derived by adding the percentage of women who mentioned spontaneously a characteristic included on the checklist to the percentage who chose it from the checklist but did not mention it in answering the open question. The ratio between these two percentages, S divided by T, is thus the proportion of spontaneous responses to the total response for each characteristic included on the checklist and is given in the third column of the table.

Column T of table 10 indicates that when considering the spontaneous replies plus the checklist selections, good laundering qualities, durability, and good color and style in this order were cited by more women than any other characteristics. However, good laundering quality drops to fourth position when considering the spontaneous responses as indicated in column S. It is thus probably somewhat less prominent in women's thinking than either durability or style although when this characteristic is specifically called to women's attention, more of them choose it than any other of the selected characteristics. Durability and color and style factors not only have the highest degree of spontaneous mention, but the proportion of these spontaneous or salient answers to the total is highest for these two characteristics.

Practical, comfortable cut, as indicated in tables 10 and 11, and good workmanship, as indicated in table 11, also were mentioned frequently as important characteristics of house dresses. In all tables the good-workmanship category includes such items as strong seams, durable buttonholes, firmly attached buttons, and similar good construction characteristics.

Table 10 shows that almost half the women who buy ready-made house dresses regard inexpensiveness as important, but this idea is not very prominent in their thinking, as less than a third of those who mentioned it did so spontaneously and it was salient among only 15 percent of the women. It is possible that this is merely the result of what has been suggested—that women may automatically take a certain price range for granted and that price is less prominent than other factors in their thinking only within this framework.

Table 12 shows how women rated the importance of price compared with other characteristics when they were asked directly about it. On direct questioning, almost two-fifths said they pay more attention to price than to other considerations when choosing a house dress. Another fourth indicated they pay about equal attention to price and to other matters. Only a little more than one-fourth said that other qualities are more important to them than the cost of the garment.

What do women like, what do women dislike, about cotton or rayon house dresses?—Of the women who buy ready-made house dresses,

86 percent prefer cotton, and 60 percent of those who prefer cotton said they do so because it has better laundering qualities. Almost half also say they like cotton because it is durable. The main criticisms are not directed at the fiber but at the fabrication. About three women in every five mention some attribute of cotton house dresses that they do not like. Most of these have to do with poor workmanship and bad fit. But almost two-fifths of those who buy these garments ready-made say there is nothing they dislike about cotton house dresses (tables 13 and 14).

As rayon and cotton are the chief competing fibers in house dresses, women were asked specifically about rayon. More than two-fifths of them have bought ready-made rayon house dresses at some time. When these women who have had rayon house dresses were asked what they thought of them, 56 percent mentioned favorable points, and 70 percent mentioned unfavorable points. Obviously, many of the women mentioned both good and bad points. In contrast to cotton, where the dissatisfaction was expressed mainly in terms of workmanship and fit rather than fiber, criticism of rayon house dresses was directed at characteristics of the material itself. Almost half the women said they did not wear well and were subject to fraying and splitting. Another third mentioned poor laundering qualities—that is, difficulties in washing, shrinking, stretching, and loss of shape after being washed (tables 15–17).

Yard Goods for House Dresses—Forty-one percent of the women in the sample said they do not buy ready-made house dresses. They are representative of 18 million women in the United States.[2] Two-thirds of these either make their own house dresses out of yard goods or have them made. Fifteen percent of the women who do not buy house dresses, use old street dresses around the house, and slightly more than 1 in 20 wear slacks. Most women who make their own, say the cost is less than for the ready-made garments and they can get a better fit.

Of the women who buy yard goods for house dresses, 86 percent said they prefer cotton, 2 percent said they prefer rayon, and 7 percent indicated they have no fiber preference. Two-thirds of these women said they prefer cotton because it is easy to launder. More than half mentioned the durability of cotton as a reason for buying. No comparable reasons for a rayon preference are given in the report because the number expressing such a preference was too small to give statistically valid figures (tables 18–21).

Summer Street Dresses

Table 1 showed that 79 percent of the women buy ready-made summer street dresses. Table 22 indicates that good color and style, good laundering qualities, and durability, in this order, are the outstanding characteristics that women say they regard as important in these garments. However, good laundering quality ranks below the

[2] This is the direct expansion. Taking sampling error into account, the chances are about 2 out of 3 that the correct number falls between 20 and 17 million, or there are 95 chances in 100 that the actual number is between 22 and 15 million. Similar allowances for the sampling error to other expansions can be made by applying the standard errors given in the section on interpreting the findings in the Introduction.

other two characteristics, with about the same frequency as practical and comfortable in cut, in the spontaneous or salient responses. Almost 9 in 10 women cited style factors and as three-fourths of these mentioned such factors spontaneously they may be considered to be prominent in the thinking of two-thirds of the women. About three-fifths of the purchasers of summer street dresses gave responses involving durability, of which 59 percent were spontaneous. This characteristic was salient among more than a third of the whole group.

Although good laundering quality was cited by a higher percentage of women than was durability, it was mentioned spontaneously by a smaller number, and the ratio of spontaneous to total responses is also lower. Laundering quality is therefore presumably less prominent in the thinking of women than is either style or durability in summer street dresses. Practical, comfortable cut, and correct weight for summer coolness also received considerable mention.

Table 23 gives the categories which go to make up these broader descriptive characteristics and the full range of responses to the open question. Among other things, it shows that only 14 percent of the women mentioned inexpensiveness as important. In table 22, we see that an additional 24 percent chose inexpensiveness from the check-list, or a total of 38 percent. But only a little more than a third of these responses were spontaneous which indicates not only that inexpensiveness is not prominent in the thinking of the whole group of summer street dress buyers but is salient among only about a third of those who made this response. On direct questioning, however, more than a third of the women said they pay more attention to price than other factors, and another fourth said they consider price about equally with other things. One-third indicated that price to them is less important than other considerations when they are buying a summer street dress (table 24).

Younger women, those with better educations, women in higher income levels, and those living in urban or metropolitan communities are most likely to be purchasers of ready-made summer street dresses (tables 25–28).

What fibers do women prefer in ready-made summer street dresses?—Among the women who buy ready-made summer street dresses, about the same number (28 percent) prefer cotton as prefer rayon, but almost a third said the fiber makes no difference to them when they are buying these items. (See fiber preference summary table 3, p. 8.) There is no significant difference between income groups in regard to fiber preferences, but there are some other differences. Thus, older women, women with only grade-school educations, and those living in small communities and the open country seem somewhat to favor rayon for ready-made summer street dresses. On the other hand, younger women, those who have been through college, and women living in metropolitan areas or large towns are slightly more likely to prefer cotton (tables 29–31).

What reasons do women give for their fiber preferences?—Most of the women who prefer cotton said they do so because of its better laundering qualities, while most of those who favor rayon mentioned style-and-appearance characteristics as reasons for their preference. Thus, two-thirds mentioned laundering qualities for cotton as against a little

more than a fifth who did so for rayon. But about two-thirds cited the style characteristics of rayon, compared with only one in seven who said cotton street dresses have the better appearance. Factors having to do with laundering, coolness, style, and wearing qualities in that order were mentioned most often in connection with cotton dresses for summer street wear, while style and appearance, laundering qualities, and coolness are the leading reasons why women favor rayon, according to the replies (tables 32 and 33).

When women who buy ready-made summer street dresses were questioned directly about style factors, however, there was little difference in the proportions that favored cotton or rayon. Forty percent of them said that rayon street dresses are sold in better styles, but 36 percent indicated they think cotton dresses come in better styles.

On the other hand, almost half the women said that rayon street dresses have better designs in the prints, compared with less than a third who thought cotton dresses have the better prints. More than two-fifths of the women felt that cotton summer dresses are more expensive than rayon summer dresses of about equal quality, while less than a third said that rayon costs more (tables 34–36).

Yards Goods for Summer Street Dresses.—Table 1 shows that 21 percent of the women in the sample representing about 9 million women do not buy ready-made summer street dresses. About three-fourths of this 21 percent make their own dresses or have them made, almost 1 in 10 receive them as gifts, and 13 percent said they do not wear such dresses.

About two-thirds of the women who make their own from yard goods said they do so because the garments can be made more cheaply. Other main reasons mentioned are that a better fit can be had, that they like to sew, and that the dresses can be made in better styles at home.

One-fourth of the women who make their own summer dresses said they have no fiber preference between cotton and rayon yard goods. About one in five favored rayon and more than one-third preferred cotton. The main reasons for the preference for cotton involve laundering qualities and durability, but no table of percentages is given for the reasons because the groups favoring either cotton or rayon in yard goods are too small, as relatively few women make their own summer street dresses (tables 37–39).

One-piece Winter Street Dresses

Table 1 shows that 78 percent of the women in the sample buy ready-made one-piece winter street dresses. According to the survey, these women are more likely to be younger, to have more schooling, to have higher family incomes, and to live in metropolitan communities than the women who do not buy them (tables 40–43).

Characteristics Women Say Are Important in Ready-made One-piece Winter Street Dresses—Table 44 shows that the style and appearance characteristic is easily the leading quality that women consider important in these garments. Good wearing qualities come next. These two stand out because they are involved in the answers

given by a high percentage (around three-fourths or more) of the whole group of buyers, they are prominent in the thinking of from one-half to two-thirds of this whole group, and they both have a high ratio of salience among the respective groups of women who gave answers concerning these characteristics.

Attitudes toward other characteristics are not so clear-cut. Answers involving good dry-cleaning quality were given by two-thirds of the women, but only 6 percent mentioned it spontaneously. It is prominent in the thinking of only 9 percent of all those who gave this response. Evidently it is a characteristic which a considerable majority of buyers of winter street dresses regard as important when it is called to their attention, but which is not very salient in their minds. Almost half the women gave answers involving practical, comfortable cut and an equal percentage gave responses concerning the right weight of the dress fabric for winter warmth. However, the quality of practical, comfortable cut was mentioned spontaneously by a considerably larger percentage of buyers than correct weight. Thus, the ratio of spontaneous answers to total answers is higher for practical cut of the garment than for correct weight. So it would seem that, although the two qualities are adduced as important by an equal percentage of women, the characteristic of practical, comfortable cut may actually be regarded as more important than the weight of the garment, among buyers of winter street dresses.

Table 45 shows these various characteristics in greater detail and also the full range of the spontaneously mentioned qualities women said they regarded most important. Only 9 percent of the women mentioned inexpensiveness spontaneously; an additional 22 percent chose it from the checklist. It does not appear, therefore, that this characteristic is very much to the fore in the thinking of women about winter street dresses. It has about the same degree of prominence among women who do mention it as correct weight has among those who gave responses involving that characteristic.

It may be that many women take a certain price range for granted in connection with specific types of articles, or it is possible that cost becomes prominent in their thinking only after their choices have narrowed down to individual garments. That something of this sort is probably involved in the price factor is indicated by table 46, based on the results of direct questioning. Buyers of winter street dresses were asked how much attention they paid to price compared with other factors. More than two-thirds of them said they gave more or equal attention to price than to other things when they went to buy one of these garments.

What fibers do women prefer in one-piece winter street dresses?—Among the women who buy ready-made winter street dresses, table 3 shows that more than two-fifths prefer wool, almost 3 in 10 favor rayon, and more than a fifth said they like mixed fiber fabrics. A mixture of wool and rayon is preferred by most of the women who like mixed fabrics.

Older women are somewhat more likely to prefer rayon, while younger women tend to favor wool. Apparently, women with the most schooling are somewhat more likely to prefer wool than those with less education, but there is no difference in this respect in regard to rayon. In connection with income, the reverse seems to be true.

Women of higher incomes are a bit more likely to favor rayon, but there is no income difference in the preference for wool. Size of dwelling place also apparently has little relation to wool preferences, but urban women tend to favor rayon somewhat more often than those who live in small towns or the open country. These latter prefer mixed fabrics more often than do the urban dwellers (tables 47–50).

Why do women prefer different fibers in one-piece winter street dresses?—Most of the women who prefer wool say it is warmer than other fabrics. Other leading reasons involve style factors, durability, and practicality. For rayon, the most frequently mentioned reasons for preference have to do with style factors, comfort and feel of the fabric, and the opinion that it gives warmth without being burdensome. Wool-rayon mixtures are preferred because of warmth, style factors, comfort and feel, and durability. For both rayon and wool-rayon mixtures, women mentioned comfort and the nonirritating feel of the fabric much more often than in the case of wool. They also said these fabrics are better looking, are "dressier," and are not oppressively warm (tables 51–53). Other fiber preferences are omitted because of the few who expressed a preference for those fibers.

As wool and rayon are the chief competing fibers in winter dresses, women were asked to compare them in regard to style and price. Half the women who buy these dresses said they think those made of wool come in better styles, but about one-fourth thought that those made of rayon are better styled. One-tenth said there is no difference between the two kinds in this respect. In the matter of cost, almost three-fourths of the women said that wool dresses are more expensive than those of about equal quality but made of rayon fabrics. Only 5 percent thought that rayon costs more than wool, when quality is about the same (tables 54 and 55).

Yard Goods for One-piece Winter Street Dresses.—The percentages obtained in the survey, if applied to the whole country, indicate that about 10 million women do not buy ready-made one-piece winter street dresses. Of these, 46 percent make their own or have them made, another 10 percent receive them as gifts, but about 44 percent do not wear this kind of dress.

The women who make their own winter street dresses say they do so because the homemade dresses are cheaper, can be made to fit better, can be made in better styles, and that suitable yard goods come in better quality than the fabrics found in ready-made garments. In the case of the three garments—house dresses, summer street dresses, and one-piece winter street dresses—which some women make at home, the reasons given for the home fabrication are compared in table 57 in the appendix. For all three garments the relative cheapness of the home-made over the ready-made article is mentioned most frequently. Next is the belief by many that the home-made garments can be made to fit better. In the case of winter street dresses, especially, more said that yard goods are of better quality than the fabrics of ready-made dresses, a finding that should be of interest to manufacturers of these garments. For house dresses, more talked about the better workmanship of the home-made article.

Thus it would seem that if women were convinced that the fabrics in winter street dresses were of equal or better quality than yard

goods, some of those who now make their own might buy them ready-made. Similarly, for house dresses, if women who now make them at home came to believe that the workmanship in the ready-made garment was as good or better than they can do themselves, they might become buyers of the ready-made garments. As an example of what this might mean and how various items in the different tables may be interpreted, table 57 shows that 17 percent of the women who make their own house dresses said they do so because the dresses can be made with better workmanship than they obtain in the manufactured article. This 17 percent expands to between 2 and 3 million women in this country, some of whom might be a potential market for ready-made house dresses on the basis of better workmanship alone.

About one-third of the women who make their own one-piece winter street dresses said they prefer wool fabrics; almost one in six favored rayon, and the same proportion said they like mixed fiber fabrics. No reasons for fiber preferences in yard goods for winter street dresses are given because the relatively small number of cases would result in too wide a margin of percentage error for the different reasons (tables 56–58).

Short-Sleeved Blouses

Table 1 shows that 55 percent of the women in the United States between 18 and 65 years of age buy ready-made short-sleeved blouses. These purchasers are more likely to be under than over 35 years of age, to have high-school or college rather than grade-school educations, to have family incomes over $1,800 a year, and to live in metropolitan areas or large urban communities (tables 59–62).

What do women look for in ready-made short-sleeved blouses?—Table 63 shows that good color and style factors, laundering qualities, and durability in that order are the three most frequently mentioned characteristics women say are important in short-sleeved blouses. Launderability, however, is less prominent in the thinking of women than the other two characteristics for, although it was cited by three-fourths of the women, only about a third of those who mentioned it did so spontaneously. Practical, comfortable cut, was cited by fewer women but was mentioned spontaneously by almost as many as gave launderability, and it is salient in the thinking of a larger proportion of the women who gave this response than is launderability among those whose answers involve that characteristic. Inexpensiveness was mentioned by 38 percent of the women, including only 5 percent who did so spontaneously.

Table 64 gives the details of the spontaneous responses included in the broad categories as well as those for which no checklist questions were used. The most important of these is good workmanship which was mentioned by more than a fifth of the women.

Although less than two-fifths of the women cited inexpensiveness as an important thing in short-sleeved blouses and only 5 percent did so spontaneously, 70 percent said they paid more or equal attention to price than other factors when they were directly questioned (table 65). Because of the great practical importance of this matter of price, short-sleeved blouses were chosen as an experiment for another

kind of price question. Women who buy these garments were asked how much they expected to pay for one, these days. The prices mentioned range from less than $2 to $15 but the median price was $4.50. More than half of the buyers said they expect to pay between $2 and $5, and almost another third mentioned prices between $5 and $8. Very few said they expect to pay more than $8 for a short-sleeved ready-made blouse [3] (table 66).

Table 66 is interesting in view of the suggestion made earlier that women automatically take for granted a certain established price range for particular articles and think within this frame. In connection with short-sleeved blouses, proper questioning showed that the women contacted had in mind such a price range, and it may be assumed that they were thinking within this range when they spoke about the desirable points they look for in these garments.

What fibers do women prefer in short-sleeved blouses? Why do they prefer them?—Table 3 shows that rayon is apparently the preferred fiber in short-sleeved blouses, for more than half the women cited this preference compared with less than a fourth who favored cotton. A very few said they like cotton-rayon mixtures or silk, but one in five said the fiber made no difference to her. No relation was found between age, income, education, or size of dwelling place and fiber preference for blouses.

The leading reason given for preferring rayon is dressy appearance and style. For cotton, the leading reason advanced is better laundering qualities. Thus, more than two-thirds of the women who favor rayon blouses said they like them because of their good looks and style, but only 10 percent of those who prefer cotton give this reason. Conversely, more than half who favored cotton said they do so because of better laundering qualities, but only about a fourth of those who like rayon gave this as a reason. (For details see tables 67 and 68.)

Women who wear ready-made short-sleeved blouses were asked to compare cotton and rayon in regard to styling, color, and price. More than two-thirds said they think rayon blouses come in better styles, but fewer than one in ten thought that cotton blouses are better styled. More than three-fifths of the women said that rayon blouses have better (that is, more attractive) colors, but only 14 percent thought that cotton blouses excel in this respect. About one in five either said there is no difference or had no opinion about how cotton and rayon blouses compare in either styling or color.

Half the women said that rayon blouses cost more than cotton, but almost one in five thought cotton the more expensive. More than a fourth said there is no difference in cost or that they did not know which is more expensive (tables 69–71).

Summer Slips

Table 1 shows that 87 percent of the women buy ready-made summer slips. Women who buy these are most likely to be under the age of 35 years, to have high-school or college educations, to have family incomes above $1,800, and to live in metropolitan or urban communities. Thus, apparently only 5 percent of women younger

[3] These opinions were given in the late autumn of 1946.

than 35 years do not buy ready-made slips compared with 28 percent of those over 55 years. More than a fifth of those with only a grade-school education do not buy, but only 7 or 8 percent of those with more schooling are non-purchasers. A little more than three-fourths of the women with family incomes under $1,800 buy summer slips, but more than 9 in 10 of those with higher incomes are buyers. Almost one-fourth of the country and small-town women do not buy these garments, but only 1 in 20 metropolitan women are not purchasers (tables 72–75).

What do women look for in summer slips?—The most important things women say they look for in ready-made summer slips are good fit and size, good appearance with plain styling, and good wearing qualities and workmanship. More than two thirds of the women who buy these garments mentioned size, fit, and cut, with 12 percent favoring slips not cut on the bias compared with only 3 percent who like the bias cut. About half of the women mentioned qualities related to performance in use, durability and workmanship being emphasized more than laundering qualities. Appearance and style are cited by almost one-third of the buyers, with most of the preference going to plain slips that have little or no trimming such as lace or elaborate stitching, scalloping, etc.

What fibers do women prefer in slips and why?—Table 3 shows that three-fourths of the women who buy ready-made slips prefer rayon, 8 percent prefer cotton, and the remainder favor silk or mixed fibers, or have no opinions.

More than half of those who buy rayon slips said they do so because the slips fit better, are not bulky under the outer dress, hang better, and feel better next to the skin, than cotton. Another third think that rayon slips are nicer looking or "dressier," and about one-fifth mentioned better or easier laundering qualities. (Details in table 77.)

Only about one-third of the women said price is less important to them than other considerations. Three-fifths indicated that price is most important or is of equal importance with other things they consider in buying summer slips (table 78).

Winter Nightgowns and Pajamas

Table 1 showed that three-fourths of the women wear ready-made nightgowns or pajamas. Half wear nightgowns, about one-fourth wear pajamas, and another fourth do not buy either of these garments ready-made but make their own or use other articles of clothing.

Older women, those with low family incomes, and women living in small towns or the open country are less likely to buy ready-made sleeping garments than those who live in metropolitan areas, have higher incomes, or are in the younger age groups (tables 79–82).

What do women look for in ready-made sleeping attire for winter?—There is little difference between nightgowns and pajamas in the order of qualities women said they look for in buying the ready-made garments.

Appearance and style rank first with about equal frequency of mention. They are mentioned by about two-fifths of the women who wear ready-made nightgowns and by almost the same proportion of those who wear ready-made pajamas. Specific fiber preferences

rank next for nightgowns, with almost a third mentioning a preference for cotton or cotton flannel and 10 percent mentioning rayon. Cotton or cotton flannel was spontaneously mentioned by a fourth of the women who use ready-made pajamas. More than a third of the women in both groups said correct size is an important characteristic, and about the same proportion mentioned either durability, laundering qualities, or workmanship. Women attach considerable importance to correct weight of material, especially its warmth for winter wear[4] (tables 83 and 84).

What fibers do women prefer in winter sleeping garments?—Women who use ready-made nightgowns and those who wear pajamas apparently differ considerably in their fiber preferences (table 3). Although a majority of both groups favor cotton, only a little more than half the former group prefer this fiber, but nearly three-fourths of those who use pajamas like cotton. Rayon is preferred by almost a third of those who use nightgowns, but only 13 percent of the pajama wearers favor it.

Women who prefer cotton nightgowns said they like this fiber because it is warm. Two-thirds of this group mentioned warmth as a reason for their preference, but only 6 percent of those who use rayon nightgowns gave warmth as a reason for their liking. In respect to laundering qualities, about a third of both groups gave these characteristics as a reason for their preferences. Among the two groups, about equal proportions (18 and 17 percent) mentioned durability as a quality they associate with the particular fibers they favor. Among the women who wear rayon gowns, however, one-third said they like rayon because it is more comfortable and feels better. Fewer than one in ten of those who wear cotton gowns gave this as a reason for their preference. Again, more than one in five women who use rayon nightgowns for winter wear said that those of rayon have a nicer appearance and style. Only 1 percent of women favoring cotton gowns mentioned a style or appearance factor as a reason for preferring cotton in this garment.

Among those who use pajamas as winter sleeping garments such a large majority favor cotton that no reasons are given here for rayon preferences. The small numbers involved would make the results statistically invalid. Among those who favor cotton pajamas about two-thirds said they do so because they think the fabric is warmer. A fourth mentioned laundering qualities, and almost a fifth talked of durability factors as reasons for their preference.

As the proportion of women who wear ready-made pajamas for winter sleeping attire is relatively small, no cross-classification has been made for them. Among the women who wear nightgowns, however, the older women have a marked tendency to prefer cotton, while the younger women are more likely either to prefer rayon or to say they have no fiber preference. Apparently women do not vary in their preference with variation in education, but do with income and size of community. Thus, about seven in ten of the lower in-

[4] Financial considerations limited the scope of the sample in this experimental survey so that grouping by geographic regions would have been statistically invalid. It is possible that there are significant regional differences in respect to this characteristic of sleeping garments as well as particular qualities of other articles.

come group favored cotton, compared with two-fifths of the upper income (over $3,000) women. More than a third of these prefer rayon, but fewer than one in five of the low-income women favor this fiber. Metropolitan women are more likely to prefer rayon gowns than those who live in small towns or the open country, and these latter are considerably more likely to favor cotton than the metropolitan dwellers (tables 85–90).

How do women compare the cost of cotton and rayon sleeping garments?—More than half of the women who use nightgowns and of those who use pajamas said that rayon garments are more expensive than cotton. Only about 1 in 10 thought that cotton costs more than rayon. Others thought the cost about the same or said they do not know which is the more expensive.

Women who wear nightgowns and those who wear pajamas apparently do not differ appreciably in their attitude toward price in relation to other considerations. Almost two-thirds of each group said they pay as much or more attention to price as to other factors when buying such garments (tables 91 and 92).

Raincoats

Table 1 shows that a relatively small proportion (28 percent) of the women in the sample said they have any special coats for rainy weather in the spring and fall.

Young women are far more likely to have such coats. Less than half those under 25 years of age did not have raincoats, but 9 in 10 of those over 55 did not. Only 13 percent of the women with a grade-school education said they wear such coats, but about a third of the high-school and more than two-fifths of the college women wear special coats for rainy weather. Similarly upper income women are more likely to wear them than those with lower incomes, and metropolitan or urban women are more inclined to do so than women living in small towns or the open country (tables 93–96).

What are the most important characteristics women look for in raincoats?—The two most important qualities women said they want in special coats for rainy weather are water-repelling ability and good-looking style.

One might assume that women would take water-repellent qualities for granted when buying a garment represented as a raincoat, but 41 percent mentioned it as important. On the other hand, it seems likely that this high frequency of mention is simply an indication that water-repelling qualities are prominent in women's thinking about special coats for rainy weather. Among the specific comments on this point are the following:

"I like one that is really water repellent and of course a little dressy—one that doesn't look too much like a raincoat."

"I want one that will be rainproof as well as look nice."

"Water repellent, well made, and looks nice. I like one tailored and with a belt."

As water resistance is the paramount characteristic women said they look for in special rainy-weather coats, it would seem that this is a quality which might profitably receive greater attention from

manufacturers and merchandisers of these garments. (See table 97 for details.)

What fibers do women favor in raincoats?—More women said they prefer cotton than any other fiber or fabric in special rainy-weather coats. But the range of preferences is so wide that no really large proportion favored any one fiber. Approximately 3 in 10 said they prefer cotton raincoats, and about half as many indicated a preference for rayon. Almost 1 in 10 said they like plastic coats and 1 in 20 favored wool. The same proportion said they like "shiny" material (table 98).

Full-Length Stockings for Street Wear

Table 1 shows that 97 percent of the women buy full-length stockings. As almost all women buy them, no relationships between buying and age, education, etc., have been calculated.

What characteristics do women look for in full-length stockings?—Factors having to do with proper fit were mentioned by two-fifths of the women who buy stockings; they are mentioned more often than any other characteristic. Style factors rank next, with specific fibers and gauge in third order. About a fourth of the women speak of durability characteristics. (See table 99 for details.) One comment was:

"The important things to me are the size, the kind of material, how they look, and the color."

What fibers do women favor in full-length stockings? Why do they prefer them?—About two-thirds of the women who buy full-length stockings said they prefer nylon, and almost 1 in 8 favored rayon. About 1 in 10 said she would rather have silk; this low proportion may well be the result of the scarcity brought about by World War II. In other words, it is possible that this small proportion is not indicative of a low preference for silk stockings but merely shows that many women overlook this fiber because it was virtually unobtainable during the war and had not yet returned to the market when interviewing was done on this survey. Only 5 percent of the women said they prefer cotton stockings.

As very few women expressed a preference for other than nylon or rayon stockings, reasons for preferences are given only for these two fibers. Seven-tenths of the women who favor nylon said they do so because of its better wearing qualities, but only about half of those preferring rayon gave this as a reason. More than two-fifths of the nylon wearers cited appearance and sheerness compared with one-fourth of the rayon wearers who gave these as reasons for preference. Laundering qualities were mentioned by a fourth of the women who wear nylon stockings, but they were not cited by any of those who wear rayon. (See tables 100–102 for further details.) Comments on nylon included the following:

"Nylons wear longer, dry quicker, and look nicer than any of the others."

"They (nylons) are more practical—seems like they are stronger than silk."

"Nylons feel so nice; they keep their shape and don't get baggy. You don't know you have them on."

"I like rayon better than nylon stockings—my feet don't sweat so much."

Do women like stocking feet of the same material as the rest of the stocking?—Some textile experts think there is an advantage in having the feet of sheer stockings made from a different material (usually cotton) than the leg, but others disagree. To find out what the wearers themselves think about this question, women who buy full-length stockings of fibers other than cotton were asked.

"Would you rather have cotton feet in your stockings or would you rather have feet made of the same material as the rest of the stocking?"

About three-fifths said they prefer the whole stocking made of the same material, but more than a fourth favor cotton feet no matter what material is used in the rest of the article. Older women, low-income women, and those in small towns or open country tend to favor cotton feet in stockings. Women under 45 years of age, those with family incomes above $1,800, and those living in urban or metropolitan communities are more likely to prefer stockings without cotton feet (tables 103–106).

Anklets

Table 1 shows that about two-fifths of the women in the United States buy anklets and three-fifths do not.

The sale of anklets is almost entirely among younger women. About three-fourths of those under 25 years of age and more than half of those between 25 and 35 years buy them. The sale falls off rapidly above those ages so that fewer than 1 in 10 women older than 55 years buy anklets.

Women with high school or college schooling are more likely to buy anklets than those who have attended only grade school. Anklet buyers are also more likely to have higher incomes (above $1,800) and to live in metropolitan communities (tables 107–110).

What are the important characteristics women look for in anklets?—Style factors, especially attractive colors, were mentioned by more than half the women who buy anklets when they talked about the important things they want in them. Proper size and fit came next, with specific fibers ranking third in order of mention (table 111). They want:

"Good color, good material, and good fit."

Fiber Preferences for Anklets—Table 3 showed that cotton is far and away the preferred fiber for anklets—almost three-fourths of the women who buy them favor it. About one in ten said she liked fiber mixtures and most of these want a cotton rayon mixture. Another 3 percent prefer all-rayon anklets, and 3 percent prefer wool.

As relatively few women indicated a preference for anklets made of any fiber other than cotton, only reasons for the cotton preference are given here—others would be statistically invalid. Almost half of the women who buy cotton anklets said they prefer cotton because of its durability and wearing qualities. More than a third referred to what they said are the good laundering qualities of cotton anklets and over a fifth thought that cotton anklets fit better and are more comfortable (table 112). Among the comments given were:

"Cotton ones stay up better than rayon and are usually more reasonable in price."

"Cotton anklets don't run, they wear better and look nicer."

Aprons

Fewer than one-third of the women buy ready-made aprons for work around the house. Almost half make their own, and about one-fourth say they do not use aprons.

No relation was discerned between age and the buying of aprons, but there is an apparent relation with education, income, and size of community. Women with more education, with higher incomes, and those who live in urban or, especially, metropolitan communities apparently are considerably more likely to buy aprons than other women. (See tables 113–116 for details.)

What are the most important qualities women look for in aprons?—More women who buy ready-made aprons look for appearance and style factors than for any other specific quality. Durability, dress protection, and laundering qualities rank in the order given. (Details in table 117.)

Preferred Fibers or Materials in Aprons—Four-fifths of the homemakers who buy aprons ready-made said they prefer cotton, and 8 percent favored plastic. About the same proportion said the material made no difference to them. Fewer than 1 percent gave a rayon preference. Indeed, only about 1 in 10 homemakers has ever used a rayon apron, according to this survey, but a third of them have used those made of plastic.

Women who have used plastic aprons were asked to compare them with aprons made of either cotton or rayon. Half of them made some comparisons favorable to plastics, but about four-fifths compared the plastic aprons unfavorably with those made of cloth. The leading favorable qualities adduced were that they are easily kept clean and are waterproof. On the unfavorable side, more than two-fifths of those who have had experience with plastic aprons said they are not so durable as cloth. Another sizable proportion said that plastic aprons are not safe, but will melt near heat or will catch fire. Others said cloth aprons are more comfortable (tables 118–121). Among the comments on aprons were:

"I want good material that will wash and iron. I consider price over material in buying aprons and usually buy them on sale."

"The plastic was serviceable but you can't get it around too much heat. If I have the oven on and stand in front of it the plastic seems to wrinkle up. But plastic aprons are easy to clean; all you need is a damp cloth."

From what material do women make their own aprons?—Among homemakers who make their own aprons for work around the house about three-fifths buy cotton yard goods. More than a third make them from flour, sugar, or feed sacks, and 13 percent cut up old garments and make aprons from them (table 122).

Tablecloths and Place Mats

Questions on tablecloths and place mats and succeeding items in this report were asked only of women who were buyers of household fabrics for their homes. Therefore, the data do not apply to all women in the United States between the ages of 18 and 65 years but only to those who are homemakers of all ages. Approximately 90 percent, or 39 million, are homemakers.

Among these women, more than half said they do not use table coverings such as tablecloths or cloth place mats at the main family meal, when there are no guests. A little more than two-fifths said they use tablecloths only, and 2 or 3 percent either use place mats alone or use tablecloths and mats interchangeably.

Age of women has no apparent relation to their use of tablecloths, but there is a relation between this use and education, income, and size of community. The higher the degree of education and income of the homemaker, the more likely are her dining-table covers to be in daily use. Although one-third of the women who have gone only through grade school said they use table coverings for ordinary family meals, half or more of those with high-school or college educations said they use them. About 3 in 10 low-income homemakers use tablecloths or place mats, but more than half the women with higher incomes do so. Again, more than half the metropolitan or urban women use these coverings at family meals, compared with a little less than one-third of those who live in small towns or the open country (tables 123–126).

What qualities do women look for in dining table coverings?—Appearance and style qualities such as attractive colors and print designs stand out as the desirable points most frequently mentioned by homemakers when they talk about tablecloths. Two-fifths of them cited launderability factors, with colorfastness and appearance after being laundered referred to most often. More than a third spoke of good wearing qualities. A fourth mentioned specific fibers when talking of the most important things they look for in tablecloths. (See table 127 for details.) Among the comments were:

"I look for something colorful of nice material which will launder well."

"I always want to be sure it washes well, so I buy a cloth of good weight so it will last a long time. Then I want it to be pretty and neat."

What fibers do homemakers like in tablecloths?—More than half the homemakers said they prefer cotton and almost one-fourth favored linen tablecloths. About 1 in 10 said the fiber makes no difference to her. Other fibers are preferred by relatively small proportions of women (table 128).

Two-thirds of the women who prefer cotton tablecloths said they do so because of laundering qualities. Almost as large a proportion of those who favor linen also mention laundering qualities but of a different kind. Among those who like cotton tablecloths a third said cotton is easy to launder, while only 12 percent of those who prefer linen gave laundering as a reason. On the other hand, practically half of those who like linen said it looks better after being laundered, but less than a third of those who favor cotton said that about it. Again, almost half of the homemakers who like linen say it is nice looking and attractive, while only about one in ten of those who prefer cotton gave this as a reason. In the linen group a larger proportion cited qualities of durability than did so in the cotton group. That cotton is cheaper is apparently recognized by both groups, since relative inexpensiveness was mentioned by one-fourth of those who prefer cotton tablecloths but by none of those who favor

linen (tables 129 and 130). Among the comments made concerning specific material for tablecloths were:

"Cotton cloths look nice and yet can be washed over and over."

"Linen looks better than cotton. It's just about perfect when you have washed and ironed it. It lasts forever, too."

"I like cotton and rayon mixed. They have a close weave and wear well."

Bedspreads

Ready-made bedspreads are bought by 86 percent of the homemakers, as shown in table 2.

There is little apparent relation between age or education and the purchase of these articles. According to the survey, women of higher incomes are somewhat more likely to be buyers than low-income women, and those who live in urban or metropolitan areas are slightly more likely to buy bedspreads than those in small towns or the open country, but these relationships are rather weak (tables 131 and 132).

What do women look for in ready-made bedspreads?—Approximately half of the homemakers who buy bedspreads named appearance and style as the most important thing they look for. One-third mentioned practicability and size factors while almost as many cited durability and good laundering qualities respectively (table 133).

What fibers do women prefer in bedspreads?—Table 3 showed that three-quarters of the homemakers who buy bedspreads favor those made of cotton, 11 percent like rayon spreads, and the remainder either want cotton-rayon mixtures or have no preference.

Reasons for fiber preferences are given only for cotton. Those who gave reasons for preferring the other fibers were so comparatively few that a table of reasons would be statistically unreliable. Two-thirds of those who buy cotton bedspreads said they do so because of the good laundering qualities of cotton. Half of them referred to ease of laundering, and a fourth to the good appearance of cotton bedspreads after they are washed. More than a third said that cotton has better wearing qualities, and a fourth mentioned nice appearance and style (table 134). Typical comments were:

"Cotton ones outlast all other materials and can be washed right along with the usual washing."

"Cotton bedspreads are easier to handle. Did you ever try putting a rayon spread on a bed?"

Part-wool Blankets

Questions were asked about part-wool rather than all-wool blankets because it was desired to include only articles in which different fibers were in present or potential competition. Table 2 shows that 59 percent of the homemakers have used part-wool blankets.

There is no discernible relation in the sample between the age, education, or income, of the women contacted or the size of community in which they live and the use of part-wool blankets.

Among homemakers who use part wool blankets, three-fourths said their blankets are a wool-cotton mixture. One in ten has blankets made of wool and rayon. Most of the others said their blankets are varying mixtures of all three fibers.

As cotton and rayon are the two leading fibers with which wool is mixed in part-wool blankets, women were asked which of the two mixtures they prefer. Half the homemakers who use part-wool blankets said they like wool mixed with cotton, and about one in seven favored a wool-rayon combination. More than a fourth, however, either had no preference or had no opinion on fiber mixtures.

Almost two-fifths of the homemakers who use wool-cotton blankets said they like this combination because of its better laundering qualities. Another third referred to the durability and wearing qualities of the wool-cotton versus the wool-rayon combination. More than a fourth said the wool-cotton mixture is warmer (tables 135–137).

Ready-Made Dish Towels

Table 2 shows that almost exactly one-third of the homemakers said they buy ready-made dish towels and two-thirds, or 25 million, do not. It is interesting, then, to see among what groups these nonbuyers are most concentrated.

There is no statistically significant relation between age and buying ready-made dish towels, but there seems to be a definite relation between buying habits and education. Women with a grade-school education are more likely not to buy ready-made dish towels than are those with high-school or college schooling. Likewise, women whose family incomes are low (below $1,800) are less likely to buy than women with higher incomes. Almost four-fifths of the low-income group do not buy, but only about half of those with the higher incomes (above $3,000) said they do not buy these articles. The apparent relation to size of community is even more striking. Fewer than two-fifths of the metropolitan-area homemakers do not buy ready-made dish towels, but more than 8 in 10 of those who live in small towns or the open country do not buy (tables 138–140).

What are the most important things women look for in ready-made dish towels?—Two-fifths of the homemakers referred to suitable material with good water-absorbent qualities most frequently mentioned. A fifth spoke of durability as a desirable factor. More than a third said they look for specific fibers. Only 4 percent spontaneously mentioned inexpensiveness, but more than half said they pay more or equal attention to price in considering all characteristics of the article (tables 141 and 142).

Among the comments were:

"The weave of the material is what I look at—how much moisture it will take."
"I want material that is absorbent and easy to launder."

What fibers do homemakers prefer in ready-made dish towels? What reasons do they give for their preferences?—Table 3 shows that about two-fifths of the women who buy ready-made dish towels said they prefer cotton towels and one-third favored those made of linen. Almost one in seven said she likes a cotton-linen mixture and one in ten indicated that the fiber makes no difference.

The proportion of women who think that linen is more suitable for dish towels is considerably higher than those who favor cotton. Those who prefer linen say that it absorbs water better and has less lint than cotton. Both groups mention, with about equal frequency,

the good laundering qualities of the respective fibers they favor. Good wearing qualities are mentioned more frequently by those who like linen than by those who prefer cotton dish towels (tables 143 and 144). Some of the comments were:

"I like linen ones—they don't leave so much lint on the dishes."

"Linen dries the dishes quicker and washes better. Linen towels don't get all soggy and wet as soon as the others."

"All-linen towels are too thin. I like mixed cotton and linen. The cotton gives the towels more body."

What do homemakers use to make their own dish towels?—As most homemakers do not buy ready-made dish towels, it is of interest to know what these women use and what material they may use to make their own.

More than 8 in 10 of the women who do not buy ready-made dish towels said they make their own out of used flour, sugar, or feed sacks. About 1 in 10 buy toweling from which to make dish cloths, a very few cut up old garments, and only 1 percent said they make their cloths from unbleached muslin (table 145).

Window Curtains

The curtains to which this section refers are the light-weight curtains (not so-called drapes) which many people commonly use in bedrooms and sometimes in living or dining rooms. Table 2 shows that three-fourths of the homemakers buy this kind of curtain.

Among homemakers there is little or no relation between either age or education and the buying of curtains. Women in the middle or upper third of the income distribution and those who live in metropolitan or urban communities, however, are somewhat more likely to buy curtains than others (tables 146 and 147).

What are the qualities women look for in ready-made window curtains?—Table 148 shows that more women cited durability, good laundering qualities, and good color and style as being important in window curtains than any other characteristics. Almost as many women stressed appearance factors as laundering qualities, but the former were mentioned spontaneously much more often. Appearance factors such as color and style are much more prominent in the thinking of women who mention them than is launderability among those whose answers concerned that characteristic. Inexpensiveness and sunfast colors were cited by smaller but still sizable proportions of curtain buyers although neither characteristic was very salient in the thinking of these women.

Table 149 gives other characteristics that were spontaneously mentioned. About a third of the women said they regarded proper length, size, and weight as among the most important things they look for, and a few mentioned specific fibers.

Characteristic comments on this point were:

"I want curtains that will last a long time, that won't fade in the sun and won't stretch at the corners."

"I don't want skimpy curtains. I like them wide and full and the kind that won't draw up and have to be stretched."

What fibers do women prefer in curtains and why?—Table 3 summarizes fiber preferences in ready-made window curtains. It shows that more than half of the women who buy such curtains for their homes prefer cotton and about one in eight favor rayon. Those who like a fiber mixture talk in terms of cotton-rayon combinations.

The proportion of women who buy curtains of any specific fiber other than cotton is so small that a table of reasons for these preferences would have very low reliability. Consequently, only reasons for a cotton preference are given here. By far the chief reasons for favoring cotton have to do with laundering qualities. Almost two-thirds of those who buy cotton curtains said they do so because of laundering characteristics. Better appearance after being washed and ease of washing are the two most frequently mentioned. About two-fifths mentioned the durability of cotton, but only 16 percent cited factors of style or appearance as a reason for preferring this fiber (table 150).

No reasons for rayon preferences are given because the cases were few, but certain questions in which women were asked to compare this fiber with cotton brought interesting replies. Women who buy ready-made curtains were asked to compare those made of rayon with those of cotton in respect to general appearance, ease of washing and ironing, durability, and cost.

Almost half of the homemakers who buy curtains ready-made said rayon curtains look better than those made of cotton. Fewer than one in five thought cotton has the better appearance. Most of the remainder either thought there is no difference in this respect or they had no opinion.

Three-fifths of the women said they think cotton curtains are easier to wash and iron, but only 13 percent felt this way about rayon. About one in five either said there is no difference or had no opinion.

More than two-thirds of the homemakers who buy curtains said that cotton wears longer. Fewer than one in ten thought rayon more durable, but one in five either felt there is no difference or had no opinion.

A little more than half the women thought rayon curtains more expensive than cotton, but about one in ten said cotton costs more. In this respect, however, a third of the homemakers thought there is no difference in cost between cotton and rayon curtains or they had no opinion on this question (table 151). Typical opinions were:

"I like rayon. It will wash and look just like new. But the main reason is, I think they are prettier."

"Cotton ones don't fade and they are easy to wash and hang. They last a long time."

"Cotton will stretch better than rayon and looks fresher after washing."

Window Coverings

More than half of the homemakers in the country use window shades made of cloth, according to this survey. About one in five use paper shades, and 15 percent have venetian blinds.

Almost half the women who use cloth shades said they do so because such shades are durable. More than a fifth mentioned ease of cleaning as a reason for their preference, and the same proportion said they use cloth shades because they were already installed in the house.

Inexpensiveness is the main point mentioned by those women who use paper shades; more than half referred to it in explaining their preference. Another fifth said paper shades are more generally available than other kinds.

More than half of the women who use venetian blinds said they do so because blinds are nice looking and decorative. Another fourth mentioned the adjustable feature as a reason (tables 152 and 153). On the question of window coverings these comments were given:

"Cloth shades last longer and look nicer than paper blinds."

"I like paper because they are cheap and you can change them oftener when they get dirty. I don't like venetian blinds—they make your place look like a hotel or business establishment."

"Venetian blinds last longer and give more privacy. When you open them you get light and can adjust it to suit yourself."

APPENDIX

Supplementary Tables

Table 8.—*Relation between size of community and buying of ready-made house dresses*

Buying habits	Size of community [1]		
	Urban-metropolitan	Urban-nonmetropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made house dresses	69	60	48
Do not buy ready-made house dresses	31	40	52
Number of women	511	732	539

[1] "Urban-metropolitan" refers to metropolitan areas of more than 1 million population and their metropolitan suburbs. "Urban-nonmetropolitan" refers to all cities of less than 1 million together with their urban suburbs down to towns of 2,500. "Town and farm" refers to rural suburbs of towns of 50,000 or less, towns of less than 2,500, and the open country farm and nonfarm population.

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TABLE 9.—*Relation between income and buying of ready-made house dresses* [1]

Buying habits	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made house dresses	51	64	61
Do not buy ready-made house dresses	49	36	39
Number of women	570	570	570

[1] The gross cash annual family income distribution for 1945 was divided in lower, middle, and upper thirds corresponding to less than $1,800, $1,800–$3,000, and above $3,000, respectively. Income was not ascertained in 72 cases which are omitted from all tables of cross-correlation with income.

TABLE 10.—*Salience of important things women look for in buying ready-made house dresses*

Important things looked for	Percentage of the 1,052 women who buy ready-made house dresses		Ratio of salience
	Total (spontaneous plus check-list) responses (T)	Spontaneous or salient responses (S)	S÷T
	Percent	*Percent*	
Good laundering qualities	83	31	0. 37
Good wearing qualities, durability	78	53	. 68
Nice looking, good color and style	74	45	. 61
Practical and comfortable in cut	57	33	. 58
Is not expensive	47	15	. 31
Will not fade in sun	22	0	. 00
Right weight (cool for summer, warm for winter)	10	0	. 00
Will dry-clean well	1	0	. 00

TABLE 11.—*Replies to question: "What are the most important things you look for in buying a house dress"*

Important things looked for	Preferences of the 1,052 women who buy ready-made house dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Good wearing qualities, durability [2]	--------	53
Appearance and style	--------	45
Nice looking, well styled	21	--------
Pretty in color and prints	17	--------
Nice looking, plain	11	--------
Nice looking, dressy	1	--------
Size, fit, and cut	--------	33
Comfortable in cut, fits well	25	--------
Practical, easy to get into	9	--------
Good laundering qualities [2]	--------	31
Colorfast (mainly in reference to washing)	13	--------
Does not shrink	7	--------
Easily laundered	7	--------
Nice looking after laundering	6	--------
Washable	5	--------
Good workmanship (strong seams, buttonholes, firmly attached buttons, similar construction characteristics) [2]	--------	19
Inexpensive in price	--------	15
Specific fibers	--------	8
Cotton	7	--------
Rayon	1	--------
Miscellaneous [3]	--------	7
Not ascertained	--------	2

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) Good wearing qualities, durability; (2) good laundering qualities; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 72 percent of the women looked for performance in use characteristics as compared with 45 percent who looked for appearance and style factors and 33 percent for size, fit, and cut.

[3] Includes qualities no one of which was mentioned with a frequency of more than 1 percent.

TABLE 12.—*Replies to question: "When you buy a ready-made house dress, how much attention do you give to price, compared with other things you look for?"*

Opinions of relative importance of price	Percentage of the 1,052 women who buy readymade house dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Pay more attention to price, other things less important	38	10
Pay about equal attention to price along with other things looked for	25	7
Pay less attention to price, other things more important	28	8
Don't know	1	(1)
Not ascertained	8	2
Total	100	27

[1] Less than 1 million.

TABLE 13.—*Reasons women give for preferring cotton when they buy ready-made house dresses*

Reasons	Preferences of the 901 women who buy ready-made house dresses and prefer cotton [1]	
	Specific	Overall grouping
	Percent [2]	*Percent* [2]
It has better laundering qualities	--------	60
It is better looking after laundering	35	--------
It is easier to launder	30	--------
It can be laundered	7	--------
It can be starched	3	--------
It is more colorfast	3	--------
It shrinks less	2	--------
It has better wearing qualities, more durable	--------	46
It is nicer looking	--------	5
It is more suitable for house dress	--------	5
It is less expensive	--------	2
It is cooler	--------	2
Miscellaneous reasons	--------	8
Not ascertained	--------	2

[1] The number of women shown here are those 86 percent who expressed a preference for cotton in ready-made house dresses. The reasons women give for preferring rayon are omitted from this table because only 3 percent expressed a preference for this fiber.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 14.—*Replies to question: "Is there anything about ready-made cotton house dresses that you don't like?"*

Replies	Percentage of the 1,052 women who buy ready-made house dresses
	Percent [2]
Are not well made, have poor workmanship	20
Are not comfortable in cut, have poor fit	20
Are not nice looking, have poor styles	11
Do not launder well	10
Are not durable, don't wear well	9
Are expensive	8
Miscellaneous dislikes [1]	6
Don't know	1
Do not dislike anything about ready-made cotton house dresses	39
Not ascertained	2

[1] Includes reasons no one of which has a frequency of more than 1 percent.
[2] Percentages total to more than 100 because some women mentioned more than one unfavorable aspect of ready-made cotton house dresses.

TABLE 15.—*Replies to question: "Have you ever had a ready-made rayon house dress?"*

Replies	Percentage of the 1,052 women who buy ready-made house dresses	Number of women in the U. S. represented by sample
	Percent	*Millions*
Have had a ready-made rayon house dress	46	12
Have not had a ready-made rayon house dress	53	15
Not ascertained	1	(1)
Total	100	27

[1] Less than 1 million.

TABLE 16.—*Good points women mentioned about ready-made rayon house dresses*

Good points mentioned [1]	Percentage of the 479 women who have had ready-made rayon house dresses
	Percent [2]
They are satisfactory in general	39
They are easily laundered	8
They are nice looking, dressy	7
They are durable, wear well	4
They are light and cool	1
They are colorfast	1
Miscellaneous good points	3
Don't know	2
No good points mentioned about ready-made rayon house dresses	39
Not ascertained	3

[1] This table is based on the questions: "Have you ever had a ready-made rayon house dress?" "What do you think of it?"

[2] Percentages total to more than 100 because some women mentioned more than 1 good point about ready-made rayon house dresses.

TABLE 17.—*Replies to question: "Is there anything about rayon house dresses that you don't like?"*

Replies	Preferences of the 479 women who have had ready-made rayon house dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Poor wearing qualities	--------	44
Not durable, don't wear well	24	--------
Fray, split, snag, and fuzz	21	--------
Poor laundering qualities	--------	31
Don't launder easily	16	--------
Shrink, stretch, don't hold their shape	10	--------
Don't look well after laundering	6	--------
Not colorfast	4	--------
Not well made, poor workmanship	--------	8
Not practical for house dresses	--------	2
Too expensive	--------	2
Not comfortable in cut	--------	2
Not nice looking	--------	2
Wrinkle too easily	--------	2
They are unsatisfactory in general	--------	2
Miscellaneous bad points	--------	6
No bad points	--------	23
Don't know	--------	1
Not ascertained	--------	6

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women gave more than 1 reply to the question.

TABLE 18.—*Replies to the question: "How does it happen that you don't buy dresses of this sort?"*

Reasons	Percentage of the 729 women who do not buy ready-made house dresses	Number of women in the U. S. represented by the sample
	Percent	*Millions*
Make their own house dresses or have them made for them	65	12
Wear old street dresses	15	3
Receive house dresses as gifts	5	1
Wear slacks	6	1
Wear other types of house garments (house coats, uniforms, etc.)	3	1
Do not wear house dresses	6	1
Total	100	19

TABLE 19.—*Reasons women give for making their own house dresses*

Reasons	Percentage of the 626 women who make their own house dresses [1]
	Percent [2]
They can be made more cheaply	66
They can be made to fit better	29
They can be made with better workmanship	17
Like to sew	16
They can be made in better styles	5
Miscellaneous reasons	7
Not ascertained	10

[1] The number of women represented here includes two groups: namely, those who make their own house dresses only, and those who make their own but also occasionally buy ready-made house dresses.

[2] Percentages total to more than 100 because some women mentioned more than 1 reason.

TABLE 20.—*Replies to the question: "Do you prefer cotton or rayon materials for house dresses, or doesn't it make any difference to you?"*

Fiber preference	Percentage of the 626 women who make their own house dresses	Number of women in U. S., represented by sample
	Percent	*Millions*
Prefer cotton	86	14
Prefer rayon	2	(1)
It doesn't make any difference	7	1
Not ascertained	5	1
Total	100	16

[1] Less than 1 million.

TABLE 21.—*Reasons women give for preferring cotton in yard goods for house dresses* [1]

Reasons	Preferences of the 536 women who make their own house dresses of cotton fabric	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
It has better laundering qualities	--------	66
It is easier to launder	31	--------
It is better looking after laundering	31	--------
It can be laundered	6	--------
It is more colorfast	3	--------
It can be starched	3	--------
It shrinks less	1	--------
It has better wearing qualities, more durable	--------	55
It is less expensive	--------	7
It is more suitable for house dresses	--------	7
It is easier to sew	--------	6
It is nicer looking	--------	4
It is cooler	--------	2
Miscellaneous reasons	--------	9
Not ascertained	--------	6

[1] The number of women represented here are those 86 percent who expressed a preference for cotton. The reasons women give for preferring rayon in yard goods are omitted from this table because only 2 percent expressed a preference for this fiber.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 22.—*Salience of important things women look for in buying ready-made summer street dresses*

Important things looked for	Percentage of the 1,412 women who buy ready-made summer street dresses		Ratio of salience
	Total (spontaneous plus checklist) responses (T)	Spontaneous or salient responses (S)	(S÷T)
	Percent	*Percent*	
Nice looking (good color and style)	87	65	0.75
Good laundering qualities	71	25	.35
Good wearing qualities, durability	59	35	.59
Practical and comfortable in cut	45	25	.56
Right weight (cool for summer)	40	20	.50
Inexpensive in price	38	14	.37
Will not fade in the sun	22	0	.00
Good dry-cleaning qualities	11	1	.09

TABLE 23.—*Replies to the question: "What are the most important things you look for in buying a dress to wear in the summertime?"*

Most important things looked for	Preferences of the 1,412 women who buy ready-made summer street dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Appearance and style	--------	65
Nice looking, well styled	46	--------
Pretty in colors and prints	19	--------
Nice looking, plain	12	--------
Nice looking, dressy	3	--------
Good wearing qualities, durability [2]	--------	35
Good laundering qualities [2]	--------	25
Washable	14	--------
Nice looking after laundering	5	--------
Colorfast	4	--------
Easily laundered	3	--------
Does not shrink	2	--------
Size, fit, and cut	--------	25
Comfortable in cut, fits well	22	--------
Practical, easy to get into	5	--------
Right weight, cool	--------	20
Good workmanship [2]	--------	15
Inexpensive in price	--------	14
Specific fibers	--------	8
Cotton	4	--------
Rayon	4	--------
Good dry-cleaning qualities	--------	1
Miscellaneous	--------	8
Not ascertained	--------	2

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) Good wearing qualities, durability; (2) good laundering qualities; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (*See* footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 59 percent of the women looked for performance in use characteristics as compared with 65 percent who looked for appearance and style factors, and 25 percent for size, fit, and cut.

TABLE 24.—*Replies to question: "When you buy a ready-made summer street dress, how much attention do you give to price compared with the other things you look for?"*

Replies	Percentage of the 1,412 women who buy ready-made summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
More attention to price, other things less important	36	13
Equal attention to price along with other things	25	9
Less attention to price, other things more important	34	12
Don't know	1	(1)
Not ascertained	4	1
Total	100	36

[1] Less than 1 million.

TABLE 25.—*Relation between age and buying of ready-made summer street dresses*

Buying habits	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Buy ready-made summer street dresses	86	86	76	64
Do not buy ready-made summer street dresses	14	14	24	36
Total	100	100	100	100
Number of women	230	471	769	312

TABLE 26.—*Relation between education and buying of ready-made summer street dresses*

Buying habits	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made summer street dresses	70	83	90
Do not buy ready-made summer street dresses	30	17	10
Total	100	100	100
Number of women	703	873	206

TABLE 27.—*Relation between income and buying of ready-made summer street dresses*

Buying habits	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made summer street dresses	68	82	88
Do not buy ready-made summer street dresses	32	18	12
Total	100	100	100
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 28.—*Relation between size of community and buying of ready-made summer street dresses*

Buying habits	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made summer street dresses	89	79	70
Do not buy ready-made summer street dresses	11	21	30
Total	100	100	100
Number of women	511	732	539

TABLE 29.—*Relation between age and fiber preference in ready-made summer street dresses*

Fiber preference	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Prefer cotton	32	31	27	21
Prefer rayon	24	25	30	33
Prefer a cotton-rayon mixture	8	7	7	9
It doesn't make any difference	30	33	31	31
Not ascertained	6	4	5	6
Total	100	100	100	100
Number of women [1]	200	410	599	203

[1] Includes only the 1,412 women who buy ready-made summer street dresses.

TABLE 30.—*Relation between education and fiber preference in ready-made summer street dresses*

Fiber preference	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Prefer cotton	22	29	36
Prefer rayon	36	25	21
Prefer cotton-rayon mixture	8	7	4
It doesn't make any difference	29	33	32
Not ascertained	5	6	7
Total	100	100	100
Number of women [1]	497	728	187

[1] Includes only the 1,412 women who buy ready-made summer street dresses.

TABLE 31.—*Relation between size of community and fiber preference in ready-made summer street dresses*

Fiber preference	Size of community		
	Urban metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Prefer cotton	31	29	20
Prefer rayon	25	30	29
Prefer a cotton-rayon mixture	4	7	10
It doesn't make any difference	35	29	34
Not ascertained	5	5	7
Total	100	100	100
Number of women [1]	455	579	378

[1] Includes only the 1,412 women who buy ready-made summer street dresses.

TABLE 32.—*Reasons women give for preferring cotton when they buy ready-made summer street dresses*

Reasons	Preferences of the 395 women who prefer cotton ready-made summer street dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Better laundering and cleaning qualities	--------	65
It looks better after laundering	29	--------
It is easier to launder	19	--------
It is washable, doesn't have to be dry-cleaned	19	--------
It holds its shape better, doesn't shrink or stretch as much	4	--------
It stands up better under laundering	4	--------
It is more colorfast	2	--------
It is cooler	--------	27
Nicer appearance and style	--------	18
It is better looking, dressier	17	--------
It has better colors and prints	3	--------
It is more durable, better wearing qualities	--------	19
More practical for summer street dresses	--------	3
It doesn't wrinkle as easily	2	--------
It doesn't soil as easily	1	--------
It is less expensive	--------	1
Miscellaneous reasons [2]	--------	7
No reasons given	--------	5

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

[2] Includes reasons no one of which has a frequency of more than 1 percent.

TABLE 33.—*Reasons women give for preferring rayon when they buy ready-made summer street dresses*

Reasons	Preferences of the 395 women who prefer rayon ready-made summer street dresses [1]	
	Specific	Over-all grouping
	Percent	*Percent*
Nicer appearance and style	--------	64
It is better looking, dressier	63	--------
It has better colors and prints	2	--------
Better laundering and cleaning qualities	--------	21
It is easier to launder	9	--------
It looks better after laundering	6	--------
It is washable, doesn't have to be dry-cleaned	5	--------
It can be dry-cleaned	2	--------
It is cooler	--------	17
It is more durable, better wearing qualities	--------	6
More practical for summer street dresses	--------	6
It doesn't wrinkle as easily	4	--------
It doesn't soil as easily	2	--------
It is less expensive	--------	4
It is more comfortable, feels better	--------	3
Miscellaneous reasons [2]	--------	9
No reasons given	--------	4

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.
[2] Includes reasons no one of which has a frequency of more than 1 percent.

TABLE 34.—*Replies to the question: "Which do you think are sold in better styles—the cotton summer street dresses or the ones made of rayon?"*

Replies	Percentage of the 1,412 women who buy ready-made summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made rayon summer street dresses are sold in better styles	40	15
Ready-made cotton summer street dresses are sold in better styles	36	13
No difference, about the same	12	4
Don't know	9	3
Not ascertained	3	1
Total	100	36

TABLE 35.—*Replies to the question: "Comparing rayon print dresses with cotton print dresses, which do you think have the better designs in the prints?"*

Replies	Percentage of the 1,412 women who buy ready-made summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made rayon summer street dresses have better designs in the prints	47	17
Ready-made cotton summer street dresses have better designs in the prints	30	11
No difference, about the same	12	4
Don't know	8	3
Not ascertained	3	1
Total	100	36

TABLE 36.—*Replies to the question: "Which is more expensive, a cotton summer street dress or a rayon one of about the same quality (type)?"*

Replies	Percentage of the 1,412 women who buy ready-made summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made cotton summer street dresses are more expensive	41	15
Ready-made rayon summer street dresses are more expensive	32	11
No difference, about the same	16	6
Don't know	8	3
Not ascertained	3	1
Total	100	36

TABLE 37.—*Replies to the question: "How does it happen that you don't buy dresses of this sort?"*

Reasons	Percentage of the 369 women who do not buy ready-made summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Make their own summer street dresses or have them made for them	76	7
Receive summer street dresses as gifts	9	1
Do not wear summer street dresses	13	1
Miscellaneous reasons	2	(1)

[1] Less than 1 million.

TABLE 38.—*Reasons women give for making their own summer street dresses*

Reasons	Percentage of the 392 women who make their own summer street dresses [1]
	Percent [2]
They can be made more cheaply	64
They can be made to fit better	31
Like to sew	14
They can be made in better styles	11
They can be made from yard goods of better quality	8
They can be made with better workmanship	6
Miscellaneous reasons	3
Not ascertained	9

[1] The number of women shown here includes 2 groups—those who make their own summer street dresses exclusively and those who make their own but occasionally buy a ready-made summer street dress.

[2] Percentages total to more than 100 because some women mentioned more than 1 reason why they make their own summer street dresses.

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TABLE 39.—*Fibers women prefer for summer-street-dress material*[1]

Fiber preference	Percentage of the 392 women who make their own summer street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer cotton	37	4
Prefer rayon	21	2
Prefer a cotton-rayon mixture	9	1
It doesn't make any difference	25	2
Not ascertained	8	1

[1] This table is based on the question: "Do you prefer cotton or rayon material or a mixture, or doesn't it make any difference to you?"

TABLE 40.—*Relation between age and buying ready-made 1-piece winter street dresses*

	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Buy ready-made 1-piece winter street dresses	85	80	79	66
Do not buy ready-made 1-piece winter street dresses	15	20	21	34
Total	100	100	100	100
Number of women	230	471	769	312

TABLE 41.—*Relation between education and buying of ready-made 1-piece winter street dresses*

	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made 1-piece winter street dresses	70	81	88
Do not buy ready-made 1-piece winter street dresses	30	19	12
Total	100	100	100
Number of women	703	873	206

TABLE 42.—*Relation between income and buying of ready-made 1-piece winter street dresses*

	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made 1-piece winter street dresses	69	80	85
Do not buy ready-made 1-piece winter street dresses	31	20	15
Total	100	100	100
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 43.—*Relation between size of community and buying of ready-made 1-piece winter street dresses*

	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made 1-piece winter street dresses	86	78	70
Do not buy ready-made 1-piece winter street dresses	14	22	30
Total	100	100	100
Number of women	511	732	539

TABLE 44.—*Salience of important things women look for in buying ready-made 1-piece winter street dressses*

Important things looked for	Percentage of the 1,387 women who buy ready-made 1-piece winter street dresses		Ratio of salience
	Total (spontaneous plus checklist) responses (T)	Spontaneous or salient responses (S)	(S÷T)
	Percent	*Percent*	
Nice looking (good color and style)	84	64	0. 76
Good wearing qualities, durability	73	50	. 68
Good dry-cleaning quality	66	6	. 09
Practical and comfortable in cut	47	25	. 53
Right weight (warm for winter)	47	14	. 30
Inexpensive in price	31	9	. 29
Good laundering qualities	6	3	. 50
Will not fade in the sun	3	0	. 00

TABLE 45.—*Replies to the question: "What are the important things you look for in buying a 1-piece (street) dress to wear in the winter-time?"*

Important things looked for	Preferences of the 1,387 women who buy ready-made 1-piece winter street dresses	
	Specific	Over-all grouping
	Percent[1]	*Percent*[1]
Appearance and style	--------	64
Nice looking, well styled	49	--------
Nice colors	22	--------
Nice looking, plain	13	--------
Nice looking, dressy	1	--------
Good wearing qualities, durability [2]	--------	50
Size, fit, and cut	--------	26
Comfortable in cut, fits well	25	--------
Practical, easy to get into	2	--------
Good workmanship [2]	--------	18
Right weight (warm for winter)	--------	14
Specific fibers	--------	12
Wool	7	--------
Rayon	2	--------
Fiber mixtures	3	--------
Inexpensive in price	--------	9
Versatile (appropriate for a variety of occasions)	--------	6
Good dry-cleaning qualities [2]	--------	6
Good laundering qualities [2]	--------	3
Does not shrink	1	--------
Colorfast	2	--------
Not ascertained	--------	8

[1] Percentages in the first column add to more than their subtotals and those add to more than 100 because some women mentioned more than 1 item.

[2] The 4 characteristics—(1) Good wearing qualities, durability; (2) good workmanship; (3) good dry-cleaning qualities; and (4) good laundering qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote on p. 10.) If this is done and duplicate responses are eliminated, we find that 56 percent of the women looked for performance in use characteristics as compared with 64 percent who looked for appearance and style factors, and 26 percent for size, fit, and cut.

TABLE 46.—*Replies to the question: "When you buy a ready-made 1-piece street dress, how much attention do you give to the price compared with the other things you look for?"*

Replies	Percentage of the 1,387 women who buy ready-made 1-piece winter street dresses	Number of women in U.S. represented by sample
	Percent	*Millions*
Pay more attention to price, other things less important	37	13
Pay about equal attention to price along with other things looked for	31	11
Pay less attention to price, other things more important	26	9
Not ascertained	6	2
Total	100	35

TABLE 47.—*Relation between age and fiber preference in ready-made 1-piece winter street dresses*

Fiber preference	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent [1]	*Percent* [1]	*Percent.* [1]	*Percent* [1]
Prefer wool	52	47	37	35
Prefer rayon	21	27	33	31
Prefer silk	1	3	4	3
Prefer cotton	2	2	4	1
Prefer mixtures	19	23	22	23
It doesn't make any difference	11	10	12	9
Not ascertained	5	5	5	11
Number of women	195	375	613	204

[1] Percentages total to more than 100 because some women expressed more than 1 fiber preference.

TABLE 48.—*Relation between education and fiber preference in ready-made 1-piece winter street dresses*

Fiber preference	Educational levels		
	Grade school	High school	College
	Percent [1]	*Percent* [1]	*Percent* [1]
Prefer wool	37	42	50
Prefer rayon	27	32	28
Prefer silk	2	3	5
Prefer cotton	4	2	1
Prefer miscellaneous fiber mixtures	22	24	19
It doesn't make any difference	12	10	9
Not ascertained	8	4	6
Number of women	494	711	182

[1] Percentages total to more than 100 because some women expressed more than 1 fiber preference.

TABLE 49.—*Relation between income and fiber preference in ready-made 1-piece winter street dresses* [1]

Fiber preference	Income groups		
	Lower third	Middle third	Upper third
	Percent [2]	*Percent* [2]	*Percent* [2]
Prefer wool	43	41	42
Prefer rayon	22	29	36
Prefer silk	2	3	4
Prefer cotton	3	3	2
Prefer miscellaneous fiber mixtures	24	23	19
It doesn't make any difference	9	10	13
Not ascertained	8	6	4
Number of women	395	458	484

[1] Includes only the women from whom income data were obtained.
[2] Percentages total to more than 100 because some women expressed more than 1 fiber preference.

TABLE 50.—*Relation between size of community and fiber preference in ready-made 1-piece winter street dresses*

Fiber preference	Size of community		
	Urban-metro-politan	Urban-non-metro-politan	Town and farm
	Percent [1]	*Percent* [1]	*Percent* [1]
Prefer wool	45	41	40
Prefer rayon	33	29	23
Prefer silk	2	4	2
Prefer cotton	2	2	3
Prefer miscellaneous fiber mixtures	16	23	25
It doesn't make any difference	13	9	11
Not ascertained	5	5	3
Number of women	439	574	374

[1] Percentages total to more than 100 because many women mentioned more than 1 fiber preference.

TABLE 51.—*Reasons women give for preferring wool when they buy ready-made 1-piece winter street dresses*

Reasons	Preferences of the 580 women who buy ready-made 1-piece wool winter street dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
It is warm	--------	67
Nice appearance and styles (good looking, dressy)	--------	24
It is durable, has good wearing qualities	--------	16
It is suitable, practical for winter street dresses	--------	13
It is suitable in general	8	--------
It doesn't wrinkle easily	5	--------
Good laundering and cleaning qualities	--------	11
It looks good after dry-cleaning	5	--------
It holds its shape well, doesn't shrink or stretch	4	--------
It can be dry-cleaned	2	--------
It is colorfast	1	--------
It is comfortable to wear	--------	5
Miscellaneous reasons	--------	8
No reasons given	--------	7

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 52.—*Reasons women give for preferring rayon when they buy ready-made 1-piece winter street dresses*

Reasons	Preferences of the 402 women who buy ready-made 1-piece rayon winter street dresses	
	Specific	Over-all grouping
	Percent[1]	*Percent*[1]
Nice appearance and styles	--------	50
It is good looking, dressy	48	--------
It has good colors and prints	2	--------
It is comfortable to wear	--------	21
It is comfortable, feels good	11	--------
It doesn't irritate the skin	10	--------
It is cool	--------	19
It is durable, has good wearing qualities	--------	9
It is suitable, practical for winter street dresses	--------	9
It is suitable in general	7	--------
It doesn't wrinkle easily	2	--------
Good laundering and cleaning qualities	--------	5
It holds its shape well, doesn't shrink or stretch	3	--------
It looks good after dry-cleaning	2	--------
It can be dry-cleaned	1	--------
It is washable, doesn't have to be dry-cleaned	1	--------
It is versatile	--------	4
It is cheap	--------	2
Miscellaneous reasons	--------	6
No reasons given	--------	8

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 53.—*Reasons women give for preferring wool-rayon mixtures when they buy ready-made 1-piece winter street dresses*

Reasons	Preferences of the 152 women who buy ready-made 1-piece wool-rayon-mixture winter street dresses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Nice appearance and styles (good looking, dressy)	--------	31
It is comfortable to wear	--------	28
It doesn't irritate the skin	16	--------
It is comfortable, feels good	12	--------
It is warm	--------	26
It is durable, has good wearing qualities	--------	16
It is cool	--------	15
It is suitable, practical for winter street dresses	--------	9
It is suitable in general	5	--------
It doesn't wrinkle easily	4	--------
Good laundering and cleaning qualities	--------	6
It looks good after dry-cleaning	4	--------
It holds its shape well, doesn't shrink or stretch	3	--------
Miscellaneous reasons	--------	7
No reasons given	--------	13

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 54.—*Replies to the question: "Which do you think are sold in better styles—the woolen 1-piece winter street dresses or the ones made of rayon?"*

Replies	Percentage of the 1,387 women who buy ready-made 1-piece winter street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made woolen dresses are sold in better styles	50	18
Ready-made rayon dresses are sold in better styles	24	8
No difference; about the same	10	4
Don't know	9	3
Not ascertained	7	2
Total	100	35

TABLE 55.—*Replies to the question: "Which is more expensive, the woolen 1-piece winter street dress, or a rayon one of about the same quality (type)?"*

Replies	Percentage of the 1,387 women who buy ready-made 1-piece winter street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made woolen street dresses are more expensive	70	25
Ready-made rayon street dresses are more expensive	5	2
No difference, about the same	10	3
Don't know	11	4
Not ascertained	4	1
Total	100	35

TABLE 56.—*Replies to the question: "How does it happen that you don't buy this type of dress?"*

Reasons	Percentage of the 391 women who do not buy ready-made 1-piece winter street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Make their own winter street dresses or have them made	46	5
Receive winter street dresses as gifts	10	1
Do not wear ready-made winter street dresses	44	4
Total	100	10

TABLE 57.—*Reasons women give for making their own dresses*

Reasons	Percentage of the women who make their own dresses of different types		
	House dresses	Summer street dresses	Winter street dresses
	Percent [1]	*Percent* [1]	*Percent* [1]
They can be made more cheaply	66	64	54
They can be made to fit better	29	31	22
They can be made in better styles	5	11	15
They can be made from yard goods of better quality	--------	8	13
Like to sew	16	14	11
Workmanship better than in ready-made dresses	17	6	5
Miscellaneous	7	3	3
Not ascertained	10	9	14
Number of women [2]	626	392	238

[1] Percentages total to more than 100 because some women mentioned more than 1 reason for making their own dresses.

[2] The number of women in each section is composed of 2 groups—those who make their own dresses exclusively, and those who make their own but also occasionally buy a ready-made dress.

TABLE 58.—*Fibers women prefer for winter-street-dress material*

Fiber preference	Preferences of the 238 women who make their own winter street dresses	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer wool	34	2
Prefer rayon	16	1
Prefer cotton	8	(1)
Prefer a mixture (mainly wool-rayon)	16	1
Prefer miscellaneous fibers	3	(1)
It doesn't make any difference	12	1
Not ascertained	11	1
Total	100	6

[1] Less than 1 million.

TABLE 59.—*Relation between age and buying of ready-made short-sleeved blouses*

Women	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Buy ready-made short-sleeved blouses	81	75	48	18
Do not buy ready-made short-sleeved blouses	19	25	52	82
Number of women	230	471	769	312

TABLE 60.—*Relation between education and buying of ready-made short-sleeved blouses*

Women	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made short-sleeved blouses	36	64	71
Do not buy ready-made short-sleeved blouses	64	36	29
Number of women	703	873	206

TABLE 61.—*Relation between income and buying of ready-made short-sleeved blouses*

Women	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made short-sleeved blouses	44	57	64
Do not buy ready-made short-sleeved blouses	56	43	36
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 62.—*Relation between size of community and buying of ready-made short-sleeved blouses*

Women	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made short-sleeved blouses	65	56	42
Do not buy ready-made short-sleeved blouses	35	44	58
Number of women	511	732	539

TABLE 63.—*Salience of important things women look for in buying ready-made short-sleeved blouses*

Important things looked for	Preference of the 984 women who buy ready-made short-sleeved blouses		Ratio of salience
	Total (Spontaneous plus check-list) responses (T)	Spontaneous or salient responses (S)	(S÷T)
	Percent	*Percent*	
Nice looking (good color and style)	84	56	0. 67
Good laundering qualities	75	23	. 31
Good wearing qualities, durability	70	35	. 50
Practical and comfortable in cut	44	19	. 43
Inexpensive in price	38	5	. 13
Right weight (cool for summer, warm for winter)	10	3	. 30
Good dry-cleaning qualities	8	1	. 13
Will not fade in the sun	8	0	. 00

TABLE 64.—*Replies to the question: "What are the most important things you look for in buying a short-sleeved blouse?"*

Most important things looked for	Preference of the 984 women who buy ready-made short-sleeved blouses	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Appearance and style	--------	56
Nice looking, well styled	35	--------
Nice looking, plain	14	--------
Nice colors and prints	14	--------
Specific style factors	13	--------
Nice looking, dressy	2	--------
Good wearing qualities, durability [2]	--------	35
Good laundering qualities [2]	--------	23
Washable	12	--------
Nice looking after laundering	7	--------
Easily laundered	4	--------
Colorfast	1	--------
Does not shrink	1	--------
Stands up well under laundering	1	--------
Good workmanship [2]	--------	22
Size, fit, and cut	--------	19
Comfortable in cut, fits well	18	--------
Practical, easy to get into	1	--------
Specific fibers	--------	11
Rayon	6	--------
Cotton	3	--------
Miscellaneous fibers	2	--------
Inexpensive in price	--------	5
Good dry-cleaning qualities [2]	--------	1
Do not look for anything important	--------	2
Not ascertained	--------	3

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 item.

[2] The 4 characteristics—(1) Good wearing qualities, durability; (2) Good laundering qualities; (3) Good workmanship, and (4) Good dry-cleaning qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 61 percent of the women looked for performance in use characteristics as compared with 56 percent who looked for appearance and style factors and 19 percent for size, fit, and cut.

TABLE 65.—*Replies to the question: "When you buy a short-sleeved blouse, how much attention do you give to the price compared with the other things you look for?"*

Replies	Percentage of the 984 women who buy ready-made short-sleeved blouses	Number of women in U. S. represented by sample
	Percent	*Millions*
Pay more attention to price, other things less important	45	11
Pay equal attention to price along with other things looked for	25	6
Pay less attention to price, other things more important	24	6
Not ascertained	6	2
Total	100	25

TABLE 66.—*Replies to the question: "When you buy a short-sleeved blouse these days, how much do you expect to pay for it?"*

Replies[1]	Percentage of the 984 women who buy ready-made short-sleeved blouses	Number of women in U. S. represented by sample
	Percent	*Millions*
Under $2	1	(2)
$2–$4.99	59	15
$5–$7.99	29	7
$8–$10.99	5	1
$11–$14.99	1	(2)
Wear ready-made short-sleeved blouses but price not learned	4	1
Not ascertained	1	(2)
Total	100	25

[1] Median $4.50
[2] Less than 1 million, but total to 1 million.

TABLE 67.—*Reasons women give for preferring rayon when they buy ready-made short-sleeved blouses*

Reasons	Preference of the 555 women who buy ready-made rayon short-sleeved blouses	
	Specific	Over-all grouping
	Percent[1]	*Percent*[1]
Nicer appearance and style	--------	68
It is better looking, dressier	67	--------
It has better colors and prints	2	--------
Better laundering qualities	--------	23
It is easier to launder	14	--------
It looks better after laundering	10	--------
It is washable, doesn't have to be dry-cleaned	2	--------
It doesn't have to be starched	1	--------
More suitable, practical	--------	8
It is more comfortable, feels better	--------	8
It is more durable, better wearing qualities	--------	4
It is cooler	--------	2
It is less expensive	--------	1
Miscellaneous reasons	--------	5
No reasons given	--------	11

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

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TABLE 68.—*Reasons women give for preferring cotton when they buy ready-made short-sleeved blouses*

Reasons	Preferences of the 226 women who buy ready-made cotton short-sleeved blouses	
	Specific	Over-all grouping
	Percent[1]	*Percent*[1]
Better laundering qualities	--------	50
It looks better after laundering	26	--------
It is easier to launder	17	--------
It is washable; doesn't have to be dry-cleaned	5	--------
It stands up better under laundering	4	--------
It does not melt, stick to the iron	3	--------
It can be starched	1	--------
It is more durable, better wearing qualities	--------	26
More suitable, practical	--------	13
Nicer appearance and style	--------	10
It is better looking, dressier	8	--------
It has better colors and prints	3	--------
It is cooler	--------	4
It is more comfortable, feels better	--------	2
It is less expensive	--------	1
Miscellaneous reasons	--------	3
Don't know	--------	7
No reasons given	--------	15

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 69.—*Replies to the question: "Which do you think are sold in better styles—ready-made cotton short-sleeved blouses, or ready-made rayon short-sleeved blouses?"*

Replies	Percentage of the 995 women who wear ready-made short-sleeved blouses [1]	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made rayon short-sleeved blouses are sold in better styles	68	17
Ready-made cotton short-sleeved blouses are sold in better styles	9	2
No difference; about the same	13	3
Don't know	6	2
Not ascertained	4	1
Total	100	25

[1] This table includes two groups: Women who buy ready-made short-sleeved blouses and women who themselves do not buy ready-made short-sleeved blouses but receive them as gifts.

TABLE 70.—*Replies to the question: "Which do you think have better colors, ready-made rayon short-sleeved blouses, or ready-made cotton short-sleeved blouses?"*

Replies	Percentage of the 995 women who wear ready-made short-sleeved blouses [1]	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made rayon blouses have better colors	62	16
Ready-made cotton blouses have better colors	14	4
No difference, about the same	10	2
Don't know	9	2
Not ascertained	5	1
Total	100	25

[1] This table includes two groups: Women who buy ready-made short-sleeved blouses and women who receive them as gifts.

TABLE 71.—*Replies to the question: "Which is more expensive, a cotton short-sleeved blouse, or a rayon one of about the same quality (type)?"*

Replies	Percentage of the 995 women who wear ready-made short-sleeved blouses [1]	Number of women in U. S. represented by sample
	Percent	*Millions*
Ready-made rayon blouses are more expensive	50	13
Ready-made cotton blouses are more expensive	18	4
No difference; about the same	16	4
Don't know	11	3
Not ascertained	5	1
Total	100	25

[1] This table includes two groups: Women who buy ready-made short-sleeved blouses and women who receive them as gifts.

TABLE 72.—*Relation between age and buying ready-made summer slips*

Women	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Buy ready-made summer slips	95	95	86	72
Do not buy ready-made summer slips	5	5	14	28
Number of women	230	471	769	312

TABLE 73.—*Relation between education and buying ready-made summer slips*

Women	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made summer slips	78	92	93
Do not buy ready-made summer slips	22	8	7
Number of women	703	873	206

TABLE 74.—*Relation between income and buying ready-made summer slips*

Women	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made summer slips	77	92	93
Do not buy ready-made summer slips	23	8	7
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 75.—*Relation between size of community and buying ready-made summer slips*

Women	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made summer slips	95	89	77
Do not buy ready-made summer slips	5	11	23
Number of women	511	732	539

TABLE 76.—*Replies to the question: "What are the most important things you look for in buying a summer slip"* [1]

Most important things looked for	Preferences of the 1,547 women who buy ready-made summer slips	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Size, fit, and cut	--------	69
Right size, good fit in general	46	--------
Straight cut	12	--------
Gored	6	--------
Cut on bias	3	--------
Built-up shoulders	3	--------
Adjustable straps	2	--------
Appearance and style	--------	30
Nice looking, general	13	--------
Nice looking, plain, not too much trimming	12	--------
Nice looking, fancy, lacy trimming	3	--------
Miscellaneous specific style factors	4	--------
Good wearing qualities, durability [3]	--------	27
Good workmanship [3]	--------	24
Strong, well-finished seams	15	--------
Good workmanship, general	8	--------
Strong, well-made straps	2	--------
Specific fibers	--------	17
Rayon	12	--------
Cotton	3	--------
Silk	2	--------
Inexpensive in price	--------	9
Good laundering qualities [3]	--------	7
Easily laundered	5	--------
Nice looking after laundering	3	--------
Specific brand names	--------	5
Right weight (cool for summer)	--------	2
Miscellaneous	--------	1
Not ascertained	--------	3

[1] Asked only of women who said they buy ready-made summer slips.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[3] The 3 characteristics—(1) Good wearing qualities, durability; (2) good workmanship; and (3) good laundering qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 50 percent of the women looked for performance in use characteristics as compared with 69 percent who looked for size, fit, and cut, and 30 percent for appearance and style factors.

TABLE 77.—*Reasons women give for preferring rayon ready-made summer slips*

Reasons [1]	Preferences of the 1,163 women who buy ready-made rayon summer slips	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
It fits better, more comfortable	--------	54
It fits better, not as bulky	23	--------
It hangs better, doesn't cling or bunch up	20	--------
It is more comfortable, feels better next to the skin	15	--------
It is nicer looking, dressier	--------	32
It has better laundering qualities	--------	18
It is easier to launder	12	--------
It is better looking after laundering	7	--------
It has better wearing qualities, more durable	--------	11
It is cooler	--------	7
It is less expensive	--------	1
Miscellaneous reasons	--------	4
Don't know	--------	2
No reasons given	--------	4

[1] Reasons for preference for other fibers in ready-made summer slips are omitted because the number of women expressing a preference for these fibers is so small.
[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 78.—*Replies to the question: "When you buy a summer slip, how much attention do you give to the price compared with other things you look for?"*

Replies	Percentage of the 1,547 women who buy ready-made summer slips	Number of women in U. S., represented by sample
	Percent	*Millions*
Pay more attention to price, other things less important	35	14
Pay equal attention to price along with other things looked for	25	10
Pay less attention to price, other things more important	31	12
Not ascertained	9	3
Total	100	39

TABLE 79.—*Replies to the question: "Do you wear ready-made nightgowns or pajamas?"*

Replies	Percentage of the 1,782 women interviewed	Number of women in U. S. represented by sample
	Percent	*Millions*
Wear ready-made nightgowns	50	22
Wear ready-made pajamas	24	11
Do not wear ready-made nightgowns or pajamas (make their own or use other garments)	25	11
Not ascertained	1	1
Total	100	45

TABLE 80.—*Relation between age and wearing ready-made nightgowns and pajamas*

Replies	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Wear ready-made nightgowns	32	47	53	59
Wear ready-made pajamas	46	32	20	6
Do not wear ready-made nightgowns or pajamas (make their own or use other garments)	22	20	26	35
Not ascertained	------	1	1	------
Number of women	230	471	769	312

TABLE 81.—*Relation between income and wearing ready-made nightgowns and pajamas*

Replies	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Wear ready-made nightgowns	43	52	55
Wear ready-made pajamas	16	27	30
Do not wear ready-made nightgowns or pajamas (make their own or use other garments)	40	20	15
Not ascertained	1	1	--------
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 82.—*Relation between size of community and wearing ready-made nightgowns and pajamas*

Replies	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Wear ready-made nightgowns	61	51	37
Wear ready-made pajamas	28	27	15
Do not wear ready-made nightgowns or pajamas (make their own or use other garments)	9	21	47
Not ascertained	2	1	1
Number of women	511	732	539

TABLE 83.—*Replies to the question: "What are the most important things you look for when you buy a nightgown for winter wear?"*

Most important things looked for	Preferences of the 888 women who buy ready-made nightgowns	
	Specific	Over-all grouping
	Percent	*Percent* [1]
Appearance and style	--------	43
Specific fibers	--------	41
Cotton or cotton flannel	30	--------
Rayon	10	--------
Miscellaneous fibers	1	--------
Right size	--------	36
Right weight (warm for winter wear)	--------	22
Good wearing qualities, durability [2]	--------	17
Good laundering qualities [2]	--------	9
Good workmanship [2]	--------	8
Inexpensive in price	--------	7
Miscellaneous things looked for	--------	2
No important things looked for	--------	1
Not ascertained	--------	4

[1] Percentages add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) Good wearing qualities, durability; (2) good laundering qualities; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p.10.) If this is done and duplicate responses are eliminated, we find that 31 percent of the women looked for performance in use characteristics as compared with 43 percent who looked for appearance and style factors and 41 percent for specific fibers.

TABLE 84.—*Replies to the question: "What are the most important things you look for when you buy a pair of pajamas for winter wear?"*

Most important things looked for	Preferences of the 425 women who buy ready-made pajamas	
	Specific	Over-all grouping
	Percent	*Percent* [1]
Appearance and style	--------	40
Right size	--------	36
Right weight (warm for winter wear)	--------	31
Specific fibers	--------	29
Cotton or cotton flannel	26	--------
Rayon	3	--------
Good wearing qualities, durability [2]	--------	20
Good workmanship [2]	--------	9
Good laundering qualities [2]	--------	8
Inexpensive in price	--------	4
Miscellaneous things looked for	--------	2
Not ascertained	--------	5

[1] Percentages total to more than 100 because many women mentioned more than 1 specific characteristic.

[2] The 3 characteristics—(1) Good wearing qualities, durability; (2) good workmanship; and (3) good laundering qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote on p. 10.) If this is done and duplicate responses are eliminated, we find that 32 percent of the women looked for performance in use characteristics as compared with 40 percent who looked for appearance and style factors and 36 percent for right size.

TABLE 85.—*Reasons women give for preferring cotton when they buy winter nightgowns*

Reasons	Preferences of the 482 women who buy ready-made cotton nightgowns	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
They are warmer	--------	67
Better laundering qualities	--------	29
They are easier to launder	21	--------
They look better after laundering	8	--------
They hold their shape better	1	--------
They stand up better under laundering	1	--------
Better wearing qualities, more durable	--------	18
They are more comfortable, feel better	--------	9
They are less expensive in price	--------	1
They are nicer in appearance and style	--------	1
Miscellaneous reasons	--------	2
No reasons given	--------	3

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 86.—*Reasons women give for preferring rayon when they buy winter nightgowns*

Reasons	Preferences of the 245 women who buy ready-made rayon nightgowns	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Better laundering qualities	--------	33
They are easier to launder	29	--------
They look better after laundering	6	--------
They are more colorfast	1	--------
They are more comfortable, feel better	--------	33
They are nicer in appearance and style	--------	22
Better wearing qualities, more durable	--------	17
They are warmer	--------	6
They are less expensive in price	--------	1
Miscellaneous reasons	--------	5
No reasons given	--------	2

[1] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 87.—*Reasons women give for preferring cotton when they buy winter pajamas*

Reasons	Percentage of the 290 women who buy ready-made cotton pajamas	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
They are warmer	--------	64
Better laundering qualities	--------	26
They are easier to launder	19	--------
They look better after laundering	8	--------
They hold their shape better	1	--------
They are more colorfast	1	--------
They stand up better under laundering	1	--------
Better wearing qualities, more durable	--------	17
They are more comfortable, feel better	--------	9
They are less expensive in price	--------	1
They are nicer in appearance and style	--------	1
Miscellaneous reasons	--------	1
No reasons given	--------	3

[1] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 88.—*Relation between age and fiber preference when buying ready-made winter nightgowns*

Fiber preference	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Prefer cotton	44	44	53	76
Prefer cotton, general	15	23	22	25
Prefer cotton flannel	29	21	31	51
Prefer rayon	21	34	31	13
Prefer silk	------	2	2	2
Prefer cotton-rayon mixture	7	3	1	1
It doesn't make any difference	20	10	6	3
Not ascertained	8	7	7	5
Number of women	73	220	414	181

TABLE 89.—*Relation between income and fiber preference when buying ready-made winter nightgowns*

Fiber preference	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Prefer cotton	69	55	40
Prefer cotton, general	21	27	17
Prefer cotton flannel	48	28	23
Prefer rayon	17	29	37
Prefer silk	1	1	3
Prefer a cotton-rayon mixture	1	1	4
It doesn't make any difference	6	8	8
Not ascertained	6	6	8
Number of women [1]	248	295	315

[1] Includes only women from whom income data were obtained.

TABLE 90.—*Relation beiween size of community and fiber preference when buying ready-made winter nightgowns*

Fiber preference	Size of community		
	Urban-metropolitan	Urban-nonmetropolitan	Town and farm
	Percent	*Percent*	*Percent*
Prefer cotton	46	54	66
Prefer cotton, general	20	23	24
Prefer cotton flannel	26	31	42
Prefer rayon	31	28	21
Prefer silk	3	2	1
Prefer cotton-rayon mixture	3	2	2
It doesn't make any difference	10	7	4
Not ascertained	7	7	6
Number of women	311	376	201

TABLE 91.—*Replies to the question: "Which do you think is more expensive, a cotton nightgown (pair of pajamas) or a rayon one of the same type?"*

Replies	Percentage of women who buy readymade nightgowns and pajamas	
	Nightgowns	Pajamas
	Percent	*Percent*
Rayon is more expensive	59	56
Cotton is more expensive	8	11
They cost about the same	10	15
Don't know	18	13
Not ascertained	5	5
Number of women	888	425

TABLE 92.—*Replies to the question: "When you buy a winter nightgown (pair of pajamas), how much attention do you give to the price compared with other things you look for?"*

Replies	Percentage of women who buy readymade nightgowns and pajamas	
	Nightgowns	Pajamas
	Percent	*Percent*
Pay more attention to price, other things less important	42	41
Pay equal attention to price along with other things looked for	20	22
Pay less attention to price, other things more important	27	24
Not ascertained	11	13
Number of women	888	425

TABLE 93.—*Relation between age and wearing special coats for rainy weather*

Women	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Wear special coats for rainy weather	50	32	22	9
Do not wear special coats for rainy weather	48	64	77	89
Not ascertained	2	4	1	2
Number of women	230	471	769	312

TABLE 94.—*Relation between education and wearing special coats for rainy weather*

Women	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Wear special coats for rainy weather	13	31	44
Do not wear special coats for rainy weather	85	67	54
Not ascertained	2	2	2
Number of women	703	873	206

TABLE 95.—*Relation between income and wearing special coats for rainy weather*

Women	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Wear special coats for rainy weather	19	27	32
Do not wear special coats for rainy weather	81	73	68
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 96.—*Relation between size of community and wearing special coats for rainy weather*

Women	Size of community		
	Urban-metro-politan	Urban-nonmetro-politan	Town and farm
	Percent	*Percent*	*Percent*
Wear special coats for rainy weather	34	26	17
Do not wear special coats for rainy weather	62	72	81
Not ascertained	4	2	2
Number of women	511	732	539

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TABLE 97.—*Replies to the question: "What are the most important things you look for in buying this kind of a coat (raincoat)?"*

Most important things looked for	Preferences of the 502 women who buy special coats for rainy weather	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Good water-repellent qualities [2]	--------	41
Appearance and style	--------	40
Good looking, well styled	32	--------
Attractive colors	10	--------
Good wearing qualities, durability [2]	--------	21
Size and weight	--------	14
Right size, right length	12	--------
Right weight	4	--------
Versatility	--------	7
All-weather type	4	--------
Reversible	3	--------
Inexpensive in price	--------	7
Good workmanship [2]	--------	4
Specific fibers	--------	4
Cotton	1	--------
Rayon	1	--------
Plastic	1	--------
"Shiny" material	1	--------
Miscellaneous things looked for [3]	--------	7
Does not look for anything important	--------	1
Not ascertained	--------	9

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) Good water-repellent qualities; (2) good wearing qualities, durability; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 58 percent of the women looked for performance in use characteristics as compared with 40 percent who looked for appearance and style factors, and 14 percent for right size and weight.

[3] Includes qualities no one of which was mentioned with a frequency of more than 1 percent.

TABLE 98.—*Fibers women prefer when they buy special coats for rainy weather* [1]

Fiber preference	Percentage of the 502 women who buy special coats for rainy weather	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer cotton	29	4
Prefer rayon	15	2
Prefer plastic	8	1
Prefer wool	5	1
Prefer "shiny" material	5	1
Prefer a rayon and cotton mixture	4	(2)
Prefer a rayon and rubber mixture	1	(2)
Miscellaneous indefinite fiber combinations	11	1
It does not make any difference	11	1
Do not know	4	(2)
Not ascertained	7	(2)
Total	100	13

[1] This table is based on the question: "In buying a coat (raincoat) of this type, would you rather have one made of rayon or one made of cotton, or some other material, or doesn't it make any difference to you?"

[2] Less than 1 million each but totaling 2 million.

TABLE 99.—*Replies to the question: "What are the most important things you look for in buying stockings for street (town) wear?"*

Most important things looked for	Preferences of the 1,721 women who buy full-length stockings	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Size, fit, and cut	--------	40
Right size	23	--------
Right length	19	--------
Full fashioned	7	--------
Appearance and style	--------	36
Pretty colors and shades	24	--------
Specific style factors (seamless, etc.)	10	--------
Nice looking, fashionable	5	--------
Right gauge [2]	--------	32
Specific fibers	--------	32
Nylon	24	--------
Rayon	4	--------
Cotton	2	--------
Silk	2	--------
Good wearing qualities, durability [3]	--------	25
Inexpensive in price	--------	5
Good laundering qualities [3]	--------	1
Miscellaneous things looked for	--------	1
Do not look for anything important	--------	2
Not ascertained	--------	2

[1] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] Includes mainly high gauge for sheerness—a few service weight preference.

[3] The 2 characteristics—(1) Good wearing qualities, durability; and (2) good laundering qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 24 percent of the women looked for performance in use characteristics as compared with 40 percent who looked for right size, fit, and cut, 36 percent for appearance and style factors, 32 percent for right gauge, and 32 percent for specific fibers.

TABLE 100.—*Fibers women prefer when they buy full-length stockings for street wear* [1]

Fiber preference	Percentage of the 1,721 women who buy full-length stockings	Number of women in U.S. represented by sample
	Percent	*Millions*
Prefer nylon	65	28
Prefer rayon	13	6
Prefer silk	9	4
Prefer cotton	5	2
It doesn't make any difference	4	2
Not ascertained	4	2

[1] This table is based on the question: "In buying stockings for street wear, would you rather have them made of silk, of nylon, of cotton, or of rayon; or doesn't it make any difference to you?"

TABLE 101.—*Reasons women give for preferring nylon when they buy full-length stockings* [1]

Reasons	Preferences of the 1,114 women who buy full-length nylon stockings	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Better wearing qualities, more durable	--------	71
They last longer, more durable, general	69	--------
They don't snag, pull as much	6	--------
Appearance and style	--------	44
They look nicer, dressier	42	--------
They are sheerer	11	--------
Better laundering qualities	--------	22
They dry more quickly	16	--------
They are easier to wash	8	--------
Better fit	--------	18
They hold their shape better, more elastic, etc	11	--------
They fit better, general	8	--------
They fit better, don't cling or twist as much	3	--------
Feel better next to the skin	--------	4
Less expensive in price	--------	2
Miscellaneous reasons	--------	1
No reason given	--------	5

[1] This table is based on the questions: "In buying stockings for street (town) wear, would you rather have them made of silk, of nylon, of cotton, or of rayon; or doesn't it make any difference to you?" "Why would you rather have them?"

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 102.—*Reasons women give for preferring rayon when they buy full-length stockings* [1]

Reasons	Percentage of the 223 women who buy full-length rayon stockings	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Better wearing qualities, more durable	--------	48
They last longer, more durable, general	46	--------
They don't snag, pull as much	3	--------
Appearance and style (look nicer, dressier)	--------	25
Less expensive in price	--------	15
Better fit	--------	8
They hold their shape better, more elastic, etc	5	--------
They fit better, general	4	--------
They fit better, don't cling or twist as much	1	--------
Feel better next to the skin	--------	4
Miscellaneous reasons	--------	2
No reason given	--------	11

[1] This table is based on the questions: "In buying stockings for street (town) wear, would you rather have them made of silk, of nylon, of cotton, or of rayon; or doesn't it make any difference to you?" "Why would you rather have them?"

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 103.—*Replies to the question: "Would you rather have cotton feet in your stockings, or would you rather have feet made of the same material as the rest of the stocking?"*

Preference	Percentage of the 1,645 women who buy full-length stockings [1]	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer stocking feet of the same material as rest of stocking	61	25
Prefer cotton feet in stocking	27	11
It doesn't make any difference	6	3
Not ascertained	6	3
	100	42

[1] This table is based only on the 1,645 women who expressed a preference for fibers other than cotton. The small group which preferred full-length stockings made of cotton is omitted.

TABLE 104.—*Relation between age and preference for cotton feet in full-length stockings*

Preference	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Prefer stocking feet of the same material as rest of stocking	68	69	60	43
Prefer cotton feet in stocking	25	22	28	39
It doesn't make any difference	5	5	6	12
Not ascertained	2	4	6	6
Number of women	214	457	735	239

TABLE 105.—*Relation between income and preference for cotton feet in full-length stockings*

Preference	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Prefer stocking feet of the same material as rest of stocking	46	61	71
Prefer cotton feet in stocking	36	27	19
It doesn't make any difference	7	7	5
Not ascertained	11	5	5
Number of women [1]	496	547	562

[1] Includes only women from whom income data were obtained.

TABLE 106.—*Relation between size of community and preference for cotton feet in full-length stockings*

Preference	Size of community		
	Urban-metropolitan	Urban-nonmetropolitan	Town and farm
	Percent	*Percent*	*Percent*
Prefer stocking feet of the same material as rest of stocking	65	61	55
Prefer cotton feet in stocking	23	27	32
It doesn't make any difference	7	6	6
Not ascertained	5	6	7
Number of women	488	688	469

TABLE 107.—*Relation between age and buying anklets*

Choice	Age groups			
	Under 25 years	25 to 34 years	35 to 54 years	55 years and over
	Percent	*Percent*	*Percent*	*Percent*
Buy anklets	72	58	30	8
Do not buy anklets	28	42	70	92
Number of women	230	471	769	312

TABLE 108.—*Relation between education and buying anklets*

Choice	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy anklets	26	47	44
Do not buy anklets	74	53	56
Number of women	703	873	206

TABLE 109.—*Relation between income and buying anklets*

Choice	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy anklets	30	41	45
Do not buy anklets	70	59	55
Number of women [1]	570	570	570

[1] Includes only the 1,710 women from whom income data were obtained.

TABLE 110.—*Relation between size of community and buying anklets*

Choice	Size of community		
	Urban-metro-politan	Urban-non-metro-politan	Town and farm
	Percent	*Percent*	*Percent*
Buy anklets	47	35	35
Do not buy anklets	53	65	65
Number of women	511	732	539

TABLE 111.—*Replies to the question: "What are the most important things you look for in buying anklets?"*

Most important things looked for	Percentage of the 687 women who buy anklets	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Appearance and style		53
Attractive colors	38	
Cuffed tops	8	
Ribbed tops	6	
Elastic tops	5	
Size, fit, and cut		37
Specific fibers		26
Cotton	23	
Wool	2	
Rayon	1	
Good wearing qualities, durability [2]		16
Good laundering qualities [2]		10
Nonshrinkable	8	
Colorfast	3	
Inexpensive in price		6
Good workmanship [2]		2
Miscellaneous		4
Do not look for anything important		12
Not ascertained		4

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) Good wearing qualities, durability; (2) good laundering qualities; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p.10.) If this is done and duplicate responses are eliminated, we find that 26 percent of the women looked for performance [illegible] characteristics as compared with 53 percent who looked for appearance [illegible] ors and 37 percent for right size, fit, and cut.

TABLE 112.—*Reasons women give for preferring cotton anklets* [1]

Reasons	Percentage of the 490 women who buy cotton anklets	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Better wearing qualities, more durable	--------	47
Better laundering qualities	--------	36
They look better after laundering	14	--------
They are easier to launder	10	--------
They keep their shape better	9	--------
They are more colorfast	4	--------
Comfort and fit factors	--------	22
They feel more comfortable	13	--------
They fit better	7	--------
They stay up better	4	--------
More practical, general	--------	12
Nicer appearance	--------	6
Less expensive in price	--------	4
Miscellaneous reasons	--------	4
No reasons given	--------	8

[1] Reasons for preference for fibers other than cotton in anklets are omitted because the number of women expressing a preference for these fibers is too small.
[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 113.—*Replies to the question: "Do you buy ready-made aprons?"*

Replies	Percentage of the 1,782 women interviewed	Number of women in U. S. represented by sample
	Percent	*Millions*
Buy ready-made aprons	24	11
Buy ready-made aprons, also make their own	6	3
Do not buy ready-made aprons, make their own	42	19
Do not buy ready-made aprons, receive as gifts	4	2
Do not wear aprons	23	10
Not ascertained	1	([1])
Total	100	45

[1] Less than 1 million.

TABLE 114.—*Relation between education and buying ready-made aprons*

Choice	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made aprons	24	32	41
Do not buy ready-made aprons	75	67	58
Not ascertained	1	1	1
Number of women	703	873	206

TABLE 115.—*Relation between income and buying ready-made aprons*

Choice	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made aprons	19	33	38
Do not buy ready-made aprons	79	66	61
Not ascertained	2	1	1
Number of women [1]	570	570	570

[1] Includes only women from whom income data were obtained.

TABLE 116.—*Relation between size of community and buying of ready-made aprons*

Choice	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made aprons	49	27	15
Do not buy ready-made aprons	48	73	84
Not ascertained	3	--------	1
Number of women	511	732	539

TABLE 117.—*Replies to the question: "What are the most important things you look for when you buy an apron?"*

Most important things looked for	Preferences of the 532 women who buy ready-made aprons [1]	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Appearance and style	--------	47
Nice looking, well styled, general	38	--------
Roomy, covers dress well	28	--------
Pretty colors and prints	18	--------
Nice looking, plain—no frills	6	--------
Nice looking, dressy	2	--------
Good wearing qualities, durability [3]	--------	31
Good laundering qualities [3]	--------	20
Colorfast	8	--------
Easily laundered	8	--------
Nice looking after laundering	5	--------
Stand up well after laundering	2	--------
Specific fibers	--------	15
Cotton	13	--------
Plastic	2	--------
Inexpensive in price	--------	9
Miscellaneous	--------	3
Do not look for anything important	--------	2
Not ascertained	--------	8

[1] This table includes 2 groups; namely, those who buy their ready-made aprons exclusively, and those who buy ready-made aprons but also make their own.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than one characteristic.

[3] The 2 characteristics—(1) Good wearing qualities, durability and (2) good laundering qualities—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 43 percent of the women looked for performance in use characteristics as compared with 47 percent who looked for appearance and style factors and 15 percent for specific fibers.

TABLE 118.—*Fibers women prefer when they buy ready-made aprons*

Fiber preference	Percentage of the 532 women who buy ready-made aprons	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer cotton	80	11
Prefer rayon	(1)	----------
Prefer plastic	8	1
It doesn't make any difference	7	1
Not ascertained	5	(2)
Total	100	13

[1] Less than 1 percent.
[2] Less than 1 million.

TABLE 119.—*Replies to the question: "Have you used a rayon apron?"* [1]

Replies	Percentage of the 600 women who use ready-made aprons	Number of women in U. S. represented by sample
	Percent	*Millions*
Have used rayon aprons	9	1
Have not used rayon aprons	91	14
Total	100	15

[1] Included in this table are those women who have bought ready-made aprons, and those who have received ready-made aprons as gifts.

TABLE 120.—*Replies to the question: "Have you used a plastic apron?"* [1]

Replies	Percentage of the 600 women who use ready-made aprons	Number of women in U. S. represented by sample
	Percent	*Millions*
Have used plastic aprons	33	5
Have not used plastic aprons	67	10
Total	100	15

[1] Included in this table are those women who have bought ready-made aprons, and those who have received ready-made aprons as gifts.

TABLE 121.—*How women compare plastic with cotton and rayon aprons* [1]

Comparison	Preferences of the 197 women who use plastic aprons		
	Specific	Over-all grouping	Favorable or unfavorable
	Percent [2]	*Percent* [2]	*Percent* [2]
Favorable comparison			49
They are as practical		34	
They are easily kept clean	17		
They are waterproof	14		
They don't have to be laundered	10		
They are as nice looking		5	
They are as durable		4	
Miscellaneous favorable statements		6	
Unfavorable comparison			84
They are not as durable		41	
They are not as safe or are inflammable; melt near the heat		18	
They are not as comfortable		12	
They are harder to keep clean		7	
Miscellaneous unfavorable statements		6	
Not ascertained			6

[1] This table is based on the question: "What do you think of plastic aprons in comparison with cotton and rayon aprons?"

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic and some gave both favorable and unfavorable comments on plastic aprons.

TABLE 122.—*Materials women use to make aprons* [1]

Material	Percentage of the 841 women who make their own aprons [2]
	Percent [3]
Make them from cotton yard goods	61
Make them from flour, sugar, or feed sacks	38
Make them from old garments—shirts, dresses, etc	13
Not ascertained	5

[1] This table is based on the question: (If makes her own) "What do you make them out of?"

[2] This table includes 2 groups—those who make their own aprons exclusively, and those who make their own as well as buy ready-made aprons.

[3] Percentages total to more than 100 because some women mentioned more than 1 material.

TABLE 123.—*Replies to the question: "Do you use table coverings such as tablecloths or place mats made of cloth at your main meal when you don't have company?"*

Replies	Percentage of the 1,522 homemakers [1]	Number of women in U. S. represented by sample
	Percent	*Millions*
Use tablecloths only	42	16
Use place mats only	2	1
Use both tablecloths and place mats	3	1
Do not use tablecloths or place mats	52	20
Not ascertained	1	1
Total	100	39

[1] The number of women shown here represent only the 1,522 in the sample who are classified as the homemaker of the dwelling unit. The remainder of the sample was composed of those who do not engage in homemaking activity and so were not asked the series of questions on household articles.

TABLE 124.—*Relation between education and using tablecloths and place mats*

Choice	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Use tablecloths only	33	47	56
Use place mats only	1	3	6
Use both tablecloths and place mats	1	4	8
Do not use tablecloths or place mats	64	45	30
Not ascertained	1	1	--------
Number of women	621	732	169

TABLE 125.—*Relation between income and using tablecloths and place mats*

Choice	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Use tablecloths only	28	47	52
Use place mats only	2	2	3
Use both tablecloths and place mats	1	3	5
Do not use tablecloths or place mats	67	47	38
Not ascertained	2	1	2
Number of women	470	509	490

TABLE 126.—*Relation between size of community and using tablecloths and place mats*

Choice	Size of community		
	Urban-metro-politan	Urban-non-metro-politan	Town and farm
	Percent	*Percent*	*Percent*
Use tablecloths only	47	49	28
Use place mats only	4	2	1
Use both tablecloths and place mats	3	4	2
Do not use tablecloths or place mats	43	44	68
Not ascertained	3	1	1
Number of women	436	624	462

TABLE 127.—*Replies to the question: "What are the most important things you look for in buying tablecloths for use at your main meal when you don't have company?"*

Most important things looked for	Preferences of the 603 homemakers who buy tablecloths [1]	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Appearance and style	--------	50
Nice colors, attractive prints	41	--------
Nice looking, attractive	9	--------
Nice looking, plain	1	--------
Good laundering qualities [3]	--------	41
Colorfast	21	--------
Nice looking after laundering	14	--------
Easily laundered	8	--------
Washable	4	--------
Stands up well under laundering	3	--------
Does not shrink	1	--------
Good wearing qualities, durability [3]	--------	35
Specific fibers	--------	25
Cotton	18	--------
Linen	6	--------
Rayon	(4)	--------
Cotton-linen mixture	1	--------
Cotton-rayon mixture	(4)	--------
Right size, proper length [3]	--------	14
Inexpensive in price	--------	8
Good workmanship [3]	--------	1
Miscellaneous	--------	3
Not ascertained	--------	4

[1] This table is based only on those homemakers who buy tablecloths. A small group were reported as receiving their tablecloths as gifts and are therefore excluded. Also the group who buy place mats are not shown because of the small number of cases.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[3] The 4 characteristics—(1) Good laundering qualities; (2) good wearing qualities, durability; (3) right size, proper length; and (4) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 71 percent of the women looked for performance in use characteristics as compared with 50 percent who looked for appearance and style factors, and 25 percent for specific fibers.

[4] Less than 1 percent.

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TABLE 128.—*Fibers women prefer when they buy tablecloths for everyday use*

Fiber preference	Percentage of the 603 homemakers	Number of women in U. S. represented by sample
	Percent	*Million*
Prefer cotton tablecloths	56	8
Prefer linen tablecloths	23	3
Prefer a cotton-rayon tablecloth	4	1
Prefer rayon tablecloths	2	(1)
Prefer a cotton-linen tablecloth	1	(1)
Doesn't make any difference	9	1
Not ascertained	5	1
Total	100	15

[1] Less than 1 million each but totaling 1 million.

TABLE 129.—*Reasons women give for preferring cotton when they buy ready-made tablecloths for everyday use* [1]

Reasons	Preferences of the 341 homemakers who buy cotton tablecloths	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Laundering qualities	--------	68
It is easy to launder	34	--------
It looks good after laundering	29	--------
It stands up well under laundering	7	--------
It is colorfast	3	--------
It can be laundered	2	--------
Wearing qualities, durability	--------	30
Inexpensive in price	--------	25
Appearance and style	--------	15
It is nice looking, attractive	11	--------
It comes in good colors and prints	3	--------
It is crisp looking, fresh	1	--------
It stays clean for a long time	--------	1
Miscellaneous reasons	--------	3
No reasons given	--------	8

[1] This table shows only those women who expressed a preference for cotton fiber in ready-made tablecloths.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 130.—*Reasons women give for preferring linen when they buy ready-made tablecloths for everyday use*

Reasons	Preferences of the 138 homemakers who buy linen tablecloths	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Laundering qualities	--------	60
It looks good after laundering	49	--------
It is easy to launder	12	--------
It is colorfast	1	--------
Appearance and style	--------	48
It is nice looking, attractive	47	--------
It is crisp looking, fresh	1	--------
Wearing qualities, durability	--------	42
It stays clean for a long time	--------	7
Miscellaneous reasons	--------	4
No reasons given	--------	10

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 131.—*Relation between income and buying ready-made bedspreads*

Choice	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made bedspreads	80	88	90
Do not buy ready-made bedspreads	20	12	10
Number of women [1]	470	509	490

[1] Includes only women from whom income data were obtained.

TABLE 132.—*Relation between size of community and buying ready-made bedspreads*

Choice	Size of community		
	Urban metropolitan	Urban non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made bedspreads	89	90	77
Do not buy ready-made bedspreads	11	10	23
Number of women	436	624	462

TABLE 133.—*Replies to the question: "What are the most important things you look for in buying bedspreads?"*

Most important things looked for	Preferences of the 1,305 homemakers who buy bedspreads	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Appearance and style	--------	49
Practicability and size	--------	33
Right size	27	--------
Right weight	6	--------
Not easily soiled	2	--------
Good wearing qualities, durability [2]	--------	31
Good laundering qualities [2]	--------	27
Easily laundered	17	--------
Colorfast	7	--------
Good looking after laundering	5	--------
Does not shrink	1	--------
Inexpensive in price	--------	11
Cotton fiber	--------	7
Good workmanship [2]	--------	1
Not ascertained	--------	3

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 3 characteristics—(1) good wearing qualities, durability; (2) good laundering qualities; and (3) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 51 percent of the women looked for performance in use characteristics as compared with 49 percent who looked for appearance and style factors and 33 percent for practicability and size.

TABLE 134.—*Reasons women give for preferring cotton ready-made bedspreads* [1]

Reasons	Preference of the 989 homemakers who buy ready-made cotton bedspreads	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Better laundering qualities	--------	68
It is easier to launder	51	--------
It looks better after laundering	26	--------
It is more colorfast	2	--------
It holds its shape better	2	--------
It stands up better under laundering	2	--------
Better wearing qualities, more durable	--------	35
Nicer appearance and style	--------	27
Less expensive in price	--------	2
Miscellaneous reasons	--------	5
No reasons given	--------	9

[1] Reasons for preference for other fibers in bedspreads are omitted because the number of women expressing a preference for these fibers is too small.

[2] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 135.—*Replies to the question: "What fibers was the wool mixed with?"*

Fiber content	Percentage of the 900 homemakers who use part-wool blankets	Number of women in U. S. represented by sample
	Percent	*Millions*
Wool-cotton mixture	74	17
Wool-rayon mixture	10	2
Both wool-cotton and wool-rayon mixtures	5	1
Wool-cotton-rayon mixtures	4	1
Don't know fiber mixture	7	2
Total	100	23

TABLE 136.—*Replies to the question: "Which would you rather have in a part-wool blanket—a wool-cotton mixture, or a wool-rayon mixture?"*

Fiber preference	Percentage of the 900 homemakers who use part-wool blankets	Number of women in U. S. represented by sample
	Percent	*Millions*
Prefer a wool-cotton mixture	50	11
Prefer a wool-rayon mixture	15	3
Prefer a wool-cotton-rayon mixture	2	1
Doesn't make any difference	7	2
Don't know	20	5
Not ascertained	6	1
Total	100	23

TABLE 137.—*Reasons women give for preferring a wool-cotton mixture in part-wool blankets* [1]

Reasons	Preference of the 447 homemakers who use wool-cotton blankets	
	Specific	Over-all grouping
	Percent [2]	*Percent* [2]
Better laundering qualities	--------	38
They are easier to launder	17	--------
They look better after laundering	15	--------
They hold their shape better	11	--------
They have better wearing qualities, more durable	--------	34
They are warmer, heavier in weight	--------	27
They are more comfortable, softer	--------	8
They are cooler, lighter in weight	--------	6
They are less expensive in price	--------	4
They are nicer in appearance	--------	2
Miscellaneous reasons	--------	1
No reasons given	--------	7

[1] Reasons for preference for other fiber mixtures in part-wool blankets are omitted because the number of women expressing a preference for these mixtures is too small.

[2] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 138.—*Relation between education and buying ready-made dish towels*

Women	Educational levels		
	Grade school	High school	College
	Percent	*Percent*	*Percent*
Buy ready-made dish towels	25	37	42
Do not buy ready-made dish towels	73	61	58
Not ascertained	2	2	--------
Number of women	621	732	169

TABLE 139.—*Relation between income and buying ready-made dish towels*

Women	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made dish towels	19	37	43
Do not buy ready-made dish towels	78	61	53
Not ascertained	3	2	4
Number of women [1]	471	509	490

[1] Includes only women from whom income data were obtained.

TABLE 140.—*Relation between size of community and buying ready-made dish towels*

Women	Size of community		
	Urban-metropolitan	Urban-non-metropolitan	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made dish towels	57	30	13
Do not buy ready-made dish towels	38	68	84
Not ascertained	5	2	3
Number of women	436	624	462

TABLE 141.—*Replies to the question: "What are the most important things you look for in buying ready-made dish towels (toweling)?"*

Important things looked for	Preferences of the 502 homemakers who buy ready-made dishtowels	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Suitable material [2]	--------	40
Good water-absorbent qualities	31	--------
Lintless	8	--------
Soft texture, pliable	6	--------
Specific fibers	--------	34
Linen	15	--------
Cotton	14	--------
Cotton-linen mixture	5	--------
Good wearing qualities, durability [2]	--------	20
Proper size and weight	--------	19
Right size	17	--------
Right weight	2	--------
Nice appearance	--------	12
Good laundering qualities [2]	--------	10
Colorfast	4	--------
Easily laundered	4	--------
Good looking after laundering	3	--------
Stand up well under laundering	1	--------
Inexpensive in price	--------	4
Specific brand name	--------	3
Good workmanship (strong hems) [2]	--------	2
Miscellaneous things looked for	--------	3
Do not look for anything important	--------	4
Not ascertained	--------	1

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 4 characteristics—(1) Suitable material; (2) good wearing qualities, durability; (3) good laundering qualities; and (4) good workmanship—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 68 percent of the women looked for performance in use characteristics as compared with 34 percent who looked for specific fibers and 19 percent for proper size and weight.

TABLE 142.—*Replies to the question: "When you buy dish towels, how much attention do you give to the price compared with other things you look for?"*

Replies	Percentage of the 502 home-makers who buy ready-made dish towels	Number of women in U. S., represented by sample
	Percent	*Millions*
Pay more attention to price, other things less important	39	5
Pay equal attention to price along with other things looked for	15	2
Pay less attention to price, other things more important	37	5
Don't know	1	(1)
Not ascertained	8	1
Total	100	13

[1] Less than 1 million.

TABLE 143.—*Reasons women give for cotton preference when they buy ready-made dish towels*

Reasons	Preferences of the 194 home-makers who buy ready-made cotton dish towels	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
More suitable for dish towels	--------	58
It is more absorbent, dries dishes better	48	--------
It is softer, more pliable	14	--------
It does not lint as much	3	--------
Better laundering qualities	--------	26
It is easier to launder	18	--------
It looks better after laundering	7	--------
It stands up better under laundering	2	--------
It holds its shape better	1	--------
Better wearing qualities	--------	18
Miscellaneous	--------	4
No reason given	--------	4

[1] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 144.—*Reasons women give for linen preference when they buy ready-made dish towels*

Reasons	Preferences of the 165 homemakers who buy ready-made linen dish towels	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
More suitable for dish towels	--------	70
It is more absorbent, dries dishes better	58	--------
It does not lint as much	27	--------
It is softer, more pliable	3	--------
Better laundering qualities	--------	28
It is easier to launder	16	--------
It looks better after laundering	13	--------
It holds its shape better	1	--------
Better wearing qualities	--------	28
Nicer in appearance	--------	6
Miscellaneous	--------	1
No reason given	--------	5

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 145.—*Materials women use to make their own dish towels* [1]

Material	Percentage of the 940 homemakers who make their own dish towels [2]	Number of women in U. S. represented by sample
	Percent	*Millions*
Make them out of flour, sugar, or feed sacks	82	19
Make them out of toweling	11	3
Make them out of old garments, remnants	2	1
Make them out of unbleached muslin	1	(3)
Not ascertained	4	1
Total	100	24

[1] This table is based on the question: (If makes her own dish towels) "Do you make them out of toweling, or sacks, or what?"

[2] The number of cases here is smaller than the number of non-buyers because a small group of women received their dish towels as gifts. This group was not asked the above question.

[3] Less than 1 million.

TABLE 146.—*Relation between income and buying ready-made window curtains*

Women	Income groups		
	Lower third	Middle third	Upper third
	Percent	*Percent*	*Percent*
Buy ready-made window curtains	64	80	76
Do not buy ready-made window curtains	36	20	24
Number of women [1]	470	509	490

[1] Includes only those women from whom income data were obtained.

TABLE 147.—*Relation between size of community and buying ready-made window curtains*

Women	Size of community		
	Urban-metro-politan	Urban-non-metro-	Town and farm
	Percent	*Percent*	*Percent*
Buy ready-made window curtains	77	77	63
Do not buy ready-made window curtains	23	23	37
Number of women	436	624	462

TABLE 148.—*Salience of important things women look for in buying ready-made window curtains*

Important things looked for	Percentage of the 1,119 women who buy ready-made window curtains		Ratio of salience
	Total (spontaneous plus check-list) responses (T)	Spontaneous or salient responses (S)	(S÷T)
Good wearing qualities, durability	83	41	0.49
Good laundering qualities	73	24	.33
Nice looking (good color and style)	69	44	.64
Inexpensive in price	44	14	.32
Will not fade in the sun	37	2	.05
Good dry-cleaning qualities	5	2	.40

TABLE 149.—*Replies to the question: "What are the most important things you look for in buying curtains of this kind?"*

Most important things looked for	Preferences of the 1,119 homemakers who buy ready-made window curtains	
	Specific	Over-all grouping
	Percent [1]	*Percent* [1]
Appearance and style	--------	44
Nice looking, attractive, general	38	--------
Nice looking, plain	7	--------
Nice looking, fancy	4	--------
Good wearing qualities, durability [2]	--------	41
Right size and weight	--------	36
Right length and width	32	--------
Right weight	6	--------
Good laundering qualities [2]	--------	24
Easily laundered	12	--------
Nice looking after laundering	8	--------
Good stretching qualities	3	--------
Stand up well under laundering	2	--------
Do not shrink	2	--------
Inexpensive in price	--------	14
Specific fibers	--------	8
Cotton	6	--------
Rayon	2	--------
Good workmanship [2]	--------	3
Colorfast (sunfast) [2]	--------	2
Miscellaneous things looked for	--------	2
Not ascertained	--------	3

[1] Percentages in the first column add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 characteristic.

[2] The 4 characteristics—(1) good wearing qualities, durability; (2) good laundering qualities; (3) good workmanship; and (4) colorfast (sunfast)—may be grouped loosely into a broad category which might be called "Performance in use." (See footnote 1 on p. 10.) If this is done and duplicate responses are eliminated, we find that 54 percent of the women looked for performance-in-use characteristics as compared with 44 percent who looked for appearance and style factors and 36 percent for right size and weight.

TABLE 150.—*Reasons women give for preferring cotton ready-made window curtains* [1]

Reasons	Preferences of the 620 homemakers who buy cotton ready-made window curtains [2]	
	Percent [3]	*Percent* [3]
Better laundering qualities	--------	64
They look better after laundering	32	--------
They are easier to launder	25	--------
They are easier to stretch	7	--------
They stand up better under laundering	4	--------
They hold their shape better	4	--------
They are more colorfast	1	--------
Better wearing qualities, more durable	--------	41
Better appearance and style	--------	15
They are nicer looking, cleaner, crisper	14	--------
They hang better, drape better	2	--------
Less expensive in price	--------	5
Miscellaneous	--------	2
No reasons given	--------	2

[1] This table is based on the questions: "In buying thin lightweight curtains, do you like to have them made of cotton, or made of rayon, or a mixture of the two, or doesn't it make any difference to you?" "Why would you rather have them?"

[2] Those women who expressed a preference for rayon in ready-made window curtains are not included in this table because of their small number.

[3] Percentages add to more than their subtotals and these add to more than 100 because some women mentioned more than 1 reason.

TABLE 151.—*How women compare ready-made cotton and rayon window curtains* [1]

Comparisons made	Preferences of the 1,119 homemakers who buy ready-made window curtains					
	Cotton	Rayon	No difference	No opinion	Not ascertained	Total
	Percent	*Percent*	*Percent*	*Percent*	*Percent*	*Percent*
Look better	19	49	11	13	8	100
Easier to wash and iron	62	13	7	13	5	100
Wear longer	68	8	8	12	4	100
Most expensive	9	55	13	19	4	100

[1] Based on answers to the questions: "How do you think rayon curtains compare with cotton ones for looks?" "Which do you think are easier to wash and iron, cotton curtains or rayon ones?" "Which do you think will wear longer, rayon curtains or cotton ones?" "Which do you think are the more expensive, cotton curtains or rayon ones of the same type?"

TABLE 152.—*Replies to the question: "Which do you use, paper window shades, cloth shades, or venetian blinds as a covering for your windows?"*

Types	Percentage of the 1,522 homemakers	Number of women in U. S. represented by sample
	Percent	*Millions*
Use cloth window shades	55	21
Use paper window shades	21	8
Use venetian blinds	15	6
Do not use shades or blinds	3	2
Not ascertained	6	2
Total	100	39

TABLE 153.—*Reasons women give for using particular types of window coverings* [1]

Reasons	Preferences of the 1,385 homemakers who use window coverings		
	Cloth shades	Paper shades	Venetian blinds
	Percent [2]	*Percent* [2]	*Percent* [2]
They are durable, last long	47	3	13
They are easy to keep clean	22	2	14
They are furnished with the house	22	12	13
They are inexpensive	12	56	--------
They are nice looking, decorative	10	3	55
They are more generally available	3	20	--------
They are suitable for house	2	1	1
They are adjustable for desired amounts of light	1	--------	26
They don't require curtains	--------	--------	11
They give more privacy	--------	--------	11
They are disposable, cheap to replace	--------	11	--------
Miscellaneous reasons	3	--------	5
No reason given	2	2	3
Number of women	837	320	228

[1] This table is based on the questions: "Which do you use, paper window shades, cloth shades, or venetian blinds as a covering for your windows?" "Why do you use these rather than the other kinds?"

[2] Percentages total to more than 100 because many women mentioned more than 1 reason.

Discussion of Salience

As some more technically inclined readers may be interested in a more detailed description of salience and the ratio of salience than is necessary for the general reader, such a discussion is offered here.

As has been said, open questions are those that suggest no particular answer to the respondent. They leave him free to give any response that comes into his mind rather than having to choose between a "yes" or "no" answer or selecting answers from a list of fixed alternatives. Open questions as used in public opinion, attitude, and preference research have two main purposes. In the first place, when they are used with suitable nondirectional probes, they provide a means for discovering the full range of responses. They may thus reveal hitherto unsuspected types of opinions, attitudes, or preferences. Second, these responses are all spontaneous because the questions themselves give no indication of what answers may be made among all the possible answers. It is not the fact that an answer is spontaneous that is of consequence, however, but rather the assumption that this spontaneity is an indication of the salient or most prominent thoughts in the respondent's mind when the question is answered. The open question is thus a means for discovering those things that are prominent, to the fore, or salient in the thinking of respondents within the psychological frame of reference set by the question.

In many cases, it is also important to make certain that various special points are covered in the questionnaire. For this purpose direct or fixed-alternative-choice questions are asked on these special points. This is done to insure that those respondents who do not happen to mention these points when answering open questions will nevertheless have an opportunity to express themselves on those specific items.

For instance, an open question on textiles might read, "What are the most important things you look for when you buy a shirt for ordinary daytime wear?" This would be followed by such probes as "Anything else?" and "Are there any other things you look for?" The respondent is then free to mention a wide variety of things he looks for in a shirt, and they will be the things that are salient or foremost in his mind as he thinks about shirts. But suppose that, among other things, we are particularly interested in whether men prefer attached collars with long or short tabs. They may or may not mention this point in answering the open question. In order to make certain that all respondents have a chance to express themselves, we ask a fixed-choice question, such as, "When you buy a shirt for ordinary daytime wear, would you rather have long or short tabs on the collar?" The respondent must then make a choice between "long" or "short", or say he has no preference.

Such a combination of questions will give a more complete response than either type will do alone. It is of considerable importance to know the proportion of those who make spontaneous or salient responses to the total who respond on both the open and fixed-choice questions. This proportion is called the "ratio of salience". The total of the two types of responses is learned by adding the percentage of respondents who mention a particular item spontaneously to the percentage of respondents who selected that item in answering a

fixed-alternative question but did not mention it spontaneously. This total is represented by the letter T in the five tables of the appendix previously referred to where this principle of salience is used (tables 10, 22, 44, 63 and 148 in the appendix). The percentage of respondents who spontaneously mention the particular item in answering the open question but may or may not have also selected it from a fixed-answer question is indicated by the letter S. The ratio of salience, therefore, is S divided by T.

For example, in the present study the quality of launderability was mentioned spontaneously by 31 percent *of the 1,052 women who buy ready-made house dresses* (table 10 in the appendix). Thus 31 equals S. In selecting points from the checklist, however, an additional 52 percent chose the quality of launderability, although they had not mentioned this quality when they were spontaneously discussing the most important things they look for in house dresses. Thus, a total (T) of 83 percent of the 1,052 women who buy ready-made house dresses either mentioned the quality of launderability spontaneously or chose it from the checklist of important qualities.

The *ratio of salience* is S divided by T, or 31 divided by 83 in this case, which gives a ratio of 0.37. This simply means that, *among those women who gave responses involving launderability* (83 percent of the 1,052 who buy house dresses), this quality was spontaneously mentioned by 37 percent. Its ratio of salience is 0.37. This may be contrasted with the quality of being practical and comfortable in cut. This was mentioned spontaneously by 33 percent of the 1,052 women who buy house dresses, which is about as many as mentioned launderability. Only 24 percent selected it from the checklist, however, making a total of 57 percent of the 1,052 women who gave this response. The ratio of spontaneous or salient replies to total replies, therefore, is considerably higher than for launderability and is 33 divided by 57, or 0.58, as compared with 0.37 for launderability. This means that, although more women among the 1,052 who buy house dresses gave replies on launderability than on the quality of being practical and comfortable in cut, *the latter quality* was considerably more salient—more prominent, or more to the fore—*in the thinking of the women who gave replies on it* than was launderability *among the women who gave replies concerning launderability.*

The ratio of salience will vary between zero and unity. A value of zero means no degree of salience, while a ratio of 1.00 means the quality is completely or 100 percent salient *in the thinking of the women who mentioned this particular characteristic.* For example, if not a single person had spontaneously mentioned a style-and-appearance quality in answer to the question, "What are the most important things you look for in buying a house dress?" the ratio of salience for this characteristic would have been zero no matter how many women selected it from the checklist. On the other hand, if no one who had not mentioned this quality spontaneously had chosen it from the checklist, the ratio would have been 1.00 because all or 100 percent of the answers by the women who mentioned style and appearance would have been spontaneous.

Those characteristics mentioned spontaneously more frequently than other characteristics that are also mentioned spontaneously

by the same group of persons (by all 1,052 women who buy house dresses in this example) are considered to be more salient than the others. Thus the relative salience of the different characteristics among the whole group of women is shown in the S column of the salience tables. But this does not show the difference in the degree of salience among respective groups of women who mentioned different characteristics. The ratio of salience is used for this purpose. Thus in the salience tables the degree of salience of the different characteristics can be compared in the third column. But it must be kept in mind that the ratios in this column are not based on all of the 1,052 women who buy house dresses in this case. The ratio is based in the case of each characteristic only on the number of women who gave answers involving the particular characteristic.

Table 44 on winter street dresses is reproduced here for discussion because it represents extremes which make it suitable for illustration.

TABLE 44.—*Salience of important things women look for in buying ready-made 1-piece winter street dresses*

Important things looked for	Percentage of the 1,387 women who buy ready-made 1-piece winter street dresses		Ratio of salience
	Total (spontaneous plus check-list responses) (T)	Spontaneous or salient responses (S)	(S÷T)
	Percent	*Percent*	
Nice looking (good color and style)	84	64	0.76
Good wearing qualities, durability	73	50	.68
Good dry-cleaning quality	66	6	.09
Practical and comfortable in cut	47	25	.53
Right weight (warm for winter)	47	14	.30
Inexpensive in price	31	9	.29
Good laundering qualities	6	3	.50
Will not fade in the sun	3	0	.00

Column T of this table contains the combined percentages of women who either mentioned an item spontaneously or chose it from the checklist. Style and durability factors are cited by more women than any other characteristics. Good dry-cleaning quality ranks third, with practical, comfortable cut and correct weight (warm for winter wear) equal for fourth place. Column S gives the frequency with which each checklist item was mentioned spontaneously. Style and appearance factors are mentioned more often than any others and are thus most salient in the group as a whole.

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Durability is next most frequently mentioned, and practical, comfortable cut ranks third. The third column in table 44 lists the ratios of salience; for example, the proportion that spontaneous responses are of total responses. Style and durability have the highest ratios of salience, with practical, comfortable cut next in order. It should be noted, however, that slightly less than half the women gave answers involving this latter characteristic, while 84 and 73 percent, respectively, gave responses on style and durability factors.

Half the women who gave responses involving good laundering quality mentioned this characteristic spontaneously. Consequently, it has a ratio of salience of 0.50. Nevertheless, this quality apparently seems of little importance to women because only 6 percent of the buyers of winter street dresses either mentioned it spontaneously or chose it from the checklist of qualities. The figure 0.50 is, therefore, no more reliable than any other percentage based on a small number of cases. So the ratio of salience has practical meaning only when a considerable proportion of women are involved, and this can be determined from columns S and T of the salience tables.

In contrast to launderability, the ratio of salience of dry-cleaning quality is low, being only 0.09. Yet two-thirds of the women gave responses involving this characteristic. The reason the ratio of salience is low is because very few women (only 6 percent) mentioned it spontaneously. Good dry-cleaning quality in connection with winter street dresses, therefore, not only has very low salience among the whole group of women buyers but also among those who gave answers involving this characteristic. Nevertheless, it should not be forgotten that when women were reminded of this characteristic by a direct question, two out of three selected it as among the most important qualities they look for in winter street dresses.

When the figures for any particular characteristics are high in all three columns of the salience tables, there can be little doubt that these characteristics are the ones that women consider outstanding. For instance, in the case of winter street dresses, the style and appearance characteristic is easily the leading quality that women think is important in these garments. Good wearing qualities come next. These two stand out because they are involved in the answers given by a high percentage (around three-fourths or more) of the whole group of buyers, they are salient among at least half of this whole group, and they both have a high ratio of salience among the respective groups of women who gave answers concerning these qualities.

The interpretation of salience tables (tables 10, 22, 44, 63, and 148) may be summed up in this way: From the viewpoint of the user of this report, characteristics that have relatively high percentages in both S and T columns and a high ratio of salience are certainly the most significant, compared with other characteristics in the tables. The second greatest weight probably should be attached to the percentages in the T column where those in the S column are relatively low. Least weight of all should be given the ratio of salience unless the corresponding percentages in the S and T columns are regarded as high enough for practical significance.

Characteristics of the Sample and Validation

The sample used in the present study is a minimum national sample and was not designed for any classification by geographical regions. Therefore, for the United States as a whole the percentage distribution of various characteristics of the sample is given in tables 154–159. For those characteristics for which relatively comparable census data are available, the parallel distributions from the sample and from census data are presented to give a validity measure of the sample. Unfortunately, the sample universe and the census universe are not strictly comparable, but the difference is slight and probably has little or no effect on the validity of the comparison.

The census universe used here is all women between the ages of 18 and 65 years. The sample universe includes these women and female homemakers of any age. As the proportion of homemakers under 18 years or over 65 years is relatively small, it is thought that no error of any consequence is introduced in the comparison of the two statistical universes.

Comparison of Sample and Census Percentage Distribution

THE SAMPLE

Table 154.—*Comparison of age groups*

Age groups	Sample	Census
	Percent	*Percent*
Under 25 (18–24) years	13	19
25 to 34 years	26	26
35 to 54 years	43	41
55 years and over	18	14
Total	100	100

Table 155.—*Educational comparison*

Educational groups	Sample	Census
	Percent	*Percent*
None and grade-school education	40	51
High-school education	49	39
College education	11	10
Total	100	100

Table 156.—*Race comparison*

Race groups	Sample	Census
	Percent	*Percent*
White	89	90
Nonwhite	11	10
Total	100	100

TABLE 157.—*Regional comparison*

Region	Sample	Census
	Percent	*Percent*
North	58	59
South	32	30
West	10	11
Total	100	100

TABLE 158.—*Marital status comparison*

Marital status	Sample	Census
	Percent	*Percent*
Married	80	72
Single	11	18
Other	9	10
Total	100	100

TABLE 159.—*Size of place comparison*

Size of place	Sample	Census
	Percent	*Percent*
Urban	70	62
Rural	30	38
Total	100	100

For the 17 characteristics matched in tables 154 to 159, the correlation between the sample percentages and those based on census data is 0.976.

Even though it was possible to correlate only a relatively small number of characteristics, this high coefficient indicates a considerable degree of validity of the sample so far as these traits are concerned.

Employment status of women in the sample and the proportion of homemakers is given in tables 160 and 161. No comparable census figures are available.

TABLE 160.—*Employment status of respondents*

Employment status	Percent
Employed full time	17
Employed part time	9
Unemployed except for housework	72
Not ascertained	2
Number of women	1, 782

TABLE 161.—*Homemakers in sample*

	Percent
Homemakers	85
Nonhomemakers	14
Not ascertained	1
Number of women	1,782

INTERVIEW SCHEDULE

FACE SHEET

Date _____

Interviewer _____ Dwelling Unit No. _____ Interview No. _____

State _____ County _____ Sample Segment No. _____ City or Town _____

Address (or description of house) _____

(A) Eligible respondents in this dwelling unit: Comments: _____

/1/ /2/ /3 or more/ /None /Vacant/No women/ /NA/ _____

(B) Check one: /First call/ /Call back/ /Not at home/ /Refusal/

Explain why no interview was taken _____

(C) Are you the homemaker in this dwelling unit?

Yes ____ No ____ Comments _____

_____

_____

_____

D. Are you employed?

Yes, part time _____

Yes, full time _____

No, not employed _____

(E) If employed: What is your occupation? _____

(F) Age	Under 25	25–34	35–44	45–54	55 and over
Education	None or some grammar	Completed grammar	Some high school	Completed high school	College
Race	White	Negro	Other		
Marital status	Married	Single	Other		

Size of dress you usually wear _____

Urban and Nonfarm Respondents:

What was your total (weekly) family income for the year—1945? _____ $_____

If R is not a family member, give her personal income (per week) for 1945. $_____

Farm Respondents:

How much money did you take in last year, 1945, from the sale of your farm products? $_____

Did you have any other income besides what you received from selling your farm products? (If yes) How much did that come to for last year? $_____

QUESTIONNAIRE

(1) Do you buy ready-made house dresses—that is, dresses that you wear especially for working about the house?

If no

(2) How does it happen that you don't buy dresses of this sort?

If makes her own

(3) Why do you make your own?

(4) Do you prefer cotton or rayon materials for house dresses, or doesn't it make any difference to you?

If has a fiber preference

(5) Why would you rather have that?

If respondent does not wear ready-made house dresses, turn to question 15.

If respondent does wear ready-made house dresses, ask:

(6) What are the most important things you look for in buying a house dress?

If fiber not specified

(7) In buying a house dress, would you rather have one made of cotton, or one made of rayon, or doesn't it make any difference to you?

If has a fiber preference

(8) Why would you rather have that?

(9) Is there anything about ready-made cotton house dresses that you don't like?

If yes

(10) What is it?

(11) Have you ever had a ready-made rayon house dress?

If yes

(12) What did you think of it?

(13) Is there anything (else) about rayon house dresses that you don't like?

(14) When you buy a ready-made house dress how much attention do you give to the price, compared with other things you look for?

(15) Now we'd like to talk about the better type of dresses that are worn in the summertime. Do you ever wear ready-made dresses of this type?

If no

(16) How does it happen that you don't buy this type of dress?

If makes her own better summer (street) dresses

(17) Why do you make your own?

(18) Do you prefer cotton or rayon materials, or a mixture, or doesn't it make any difference to you?

If has a fiber preference

(19) Why would you rather have that?

If respondent does not wear ready-made better summer (street) dresses, turn to question 28.

If respondent does wear ready-made better summer (street) dresses, ask:

(20) What are the most important things you look for in buying a (street) dress to wear in the summertime?

If fiber not specified

(21) When you buy a (street) dress for summer wear, do you try to get one made of cotton, or one made of rayon, or a mixture, or doesn't it make any difference to you?

If has a fiber preference

(22) Why do you feel that way?

If preference a mixture

(23) What kind of a mixture?

(24) Which do you think are sold in better style—the cotton summer (street) dresses or the ones made of rayon?

(25) Comparing rayon print dresses with cotton print dresses, which do you think have the better designs in the prints?

(26) Which is more expensive, a cotton summer dress or a rayon one of about the same quality (type)?

(27) When you buy a ready-made summer street dress, how much attention do you give to the price compared with other things you look for?

(28) Now we'd like to talk about the better type of dresses that are worn in the wintertime. Do you wear ready-made one-piece dresses of this type?

If no

(29) How does it happen that you don't buy this type of dress?

If makes her own better one-piece winter (street) dresses

(30) Why do you make your own?

(31) Do you prefer wool materials, rayon, cotton, or a mixture, or doesn't it make any difference to you?

If has a fiber preference

(32) Why would you rather have that?

If respondent does not wear ready-made better winter (street) dresses, turn to question 41

If respondent does wear ready-made better winter (street) dresses, ask:

(33) When you buy a one-piece winter (street) dress (a good dress) these days, about how much will you pay for it?

(34) What do you think are the most important things to look for in buying a one-piece (street) dress to wear in the wintertime?

If fiber not specified

(35) When you buy a one-piece (street) dress for winter wear, do you try to get one made of wool, or one made of rayon, or one made of cotton, or a mixture, or doesn't it make any difference to you?

If has a fiber preference

(36) Why would you rather have that?

If preference is a mixture

(37) What kind of mixture?

(38) Which do you think are sold in better styles—the woolen one-piece winter (street) dresses or the ones made of rayon?

(39) Which is more expensive, a woolen one-piece winter dress or a rayon one of about the same quality (type)?

(40) When you buy a ready-made one-piece winter street dress, how much attention do you give to the price compared with other things you look for?

(41) Do you wear ready-made short-sleeved blouses?

If respondent does not wear short-sleeved blouses, turn to question 50.

If respondent does wear short-sleeved blouses, ask:

(42) When you buy a short-sleeved blouse these days, about how much do you expect to pay for it?

(43) What are the most important things you look for in buying a short-sleeved blouse?

If fiber not specified

(44) In buying a short-sleeved blouse, would you try to get one made of cotton or one made of rayon, or doesn't it make any difference to you?

If has a fiber preference

(45) Why would you rather have that?

(46) Which do you think are sold in better styles, ready-made cotton short-sleeved blouses, or ready-made rayon short-sleeved blouses?

(47) Which do you think have better colors, ready-made rayon short-sleeved blouses, or ready-made cotton short-sleeved blouses?

(48) Which is more expensive, a cotton short-sleeved blouse, or a rayon one of about the same quality (type)?

(49) When you buy a short-sleeved blouse, how much attention do you give to the price compared with other things you look for?

(50) Do you wear ready-made night gowns (pajamas)?

If respondent does not wear ready-made night gowns (pajamas) turn to question 57.

If respondent wears ready-made night gowns (pajamas), ask:

(51) Which do you prefer for winter wear—night gowns or pajamas?

(52) What are the most important things you look for when you buy a night gown (pair of pajamas) for winter wear?

If fiber not specified

(53) When you buy a winter night gown (pair of pajamas) do you look for one that is made of rayon, or cotton, or a mixture, or doesn't it make any difference to you?

If has a fiber preference

(54) Why would you rather have that?

(55) Which do you think is more expensive, a cotton winter night gown (pair of cotton winter pajamas) or a rayon one of the same type?

(56) When you buy a winter night gown (pair of pajamas), how much attention do you give to the price compared with other things you look for?

(57) Do you wear ready-made summer slips?

If respondent does not wear ready-made summer slips, turn to question 62.

If respondent does wear ready-made summer slips, ask:

(58) What are the most important things you look for in buying a summer slip?

If fiber not specified

(59) In buying a summer slip, would you rather have one made of cotton, or one made of rayon, or doesn't it make any difference to you?

If has a fiber preference

(60) Why would you rather have that?

(61) When you buy a summer slip, how much attention do you give to the price compared with other things you look for?

We've been talking so far about several articles of women's clothing. Now I'd like to ask you especially about cotton and rayon materials in the kind of garments we've just been discussing.

(62) What are the things you like about cotton material in ready-made clothing—what are its good points?

(63) What are the things you don't like about cotton material—what are its bad points?

(64) What are the things you like about rayon material in ready-made clothing—what are its good points?

(65) What are the things you don't like about rayon material—what are its bad points?

(66) Which do you think is easier to wash and iron, cotton or rayon; or is there any difference?

(67) Which seems to you to look nicer after it has been washed, cotton or rayon; or is there any difference?

(68) Which do you think feels better next to the skin, cotton or rayon; or is there any difference?

(69) Which do you think wears longer, cotton or rayon; or is there any difference?

(70) Which do you think is cooler for summer wear, cotton or rayon; or is there any difference?

(71) Which material is more likely to fray or pull at the seams—cotton or rayon; or is there any difference?

(72) Which do you think is most likely to wrinkle, cotton or rayon material; or is there any difference?

Now I'd like to talk about a few other things you wear and some things you use around the house.

(73) What kind of a coat do you wear in rainy weather in the spring and the fall?

If respondent has no special coat for rainy weather, turn to question 78.

If respondent has a special coat for rainy weather, ask:

(74) What are the most important things you look for in buying this kind of a coat (raincoat)?

(75) What kind of material do you like this type of coat (raincoat) to be made of?

If fiber not specified

(76) In buying a coat (raincoat) of this type would you rather have one made of rayon or one made of cotton, or some other material, or doesn't it make any difference to you?

If has a preference

(77) Why would you rather have that?

(78) Do you wear aprons for work around the house?

If respondent does not wear aprons, turn to question 87.

If respondent does wear aprons, ask:

(79) Do you buy them ready-made?

If makes her own aprons, as 80, then turn to question 87.

(80) What do you make them out of?

(81) What are the most important things you look for when you buy an apron?

(82) Have you used a rayon apron?

If yes

(83) What do you think of rayon aprons in comparison with cotton aprons or plastic aprons?

(84) Have you used a plastic apron?

If yes

(85) What do you think of plastic aprons in comparison with cotton and rayon aprons?

(86) In buying an apron would you rather have one made of cotton, one made of rayon, or one made of plastic materials, or doesn't it make any difference to you?

(87) Do you wear full-length stockings for street (town) wear?

If respondent does not wear full-length stockings, turn to question 92.

If respondent does wear full-length stockings, ask:

(88) What are the most important things you look for in buying stockings for street (town) wear?

If no fiber preference

(89) In buying stockings for street (town) wear would you rather have them made of silk, of nylon, of cotton, or of rayon; or doesn't it make any difference to you?

(90) Why would you rather have them?

If preference other than cotton

(91) Would you rather have cotton feet in your stockings, or would you rather have feet made out of the same material as the rest of the stocking?

(92) Do you wear anklets?

If respondent does not wear anklets, turn to question 96.

If respondent does wear anklets, ask:

(93) What are the most important things you look for in buying anklets?

(94) In buying anklets would you rather have them made out of cotton, or rayon, or wool, or a mixture, or doesn't it make any difference to you?

If respondent has a preference

(95) Why would you rather have them?

(96) Do you use table coverings such as table cloths or place mats made of cloth at your main meal when you *don't* have company?

If respondent does not use table coverings, turn to question 103.
If respondent does use table coverings, ask:

(97) Do you use tablecloths or do you use place mats to cover your table?

If uses table coverings

(98) What are the most important things you look for in buying table or luncheon cloths for use at your *main meal* when you don't have company?

If fiber not specified

(99) In buying tablecloths of this type would you rather have them made of linen, or cotton, or rayon, or some mixture; or doesn't it make any difference to you?

If has preference

(100) Why do you feel that way?

If uses place mats made of cloth

(101) In buying cloth place mats would you rather have them made of linen, or cotton, or rayon, or doesn't it make any difference?

If has preference

(102) Why do you feel that way?
(103) Do you use ready-made bedspreads?

If respondent does not use ready-made bedspreads, turn to question 108.
If respondent does use ready-made bedspreads, ask:

(104) What are the most important things you look for in buying a bedspread?
(105) What kind of material do you like a bedspread to be made of?

If fiber not specified

(106) In buying a bedspread, would you rather have one made of cotton, or of rayon, or a mixture, or doesn't it make any difference to you?

If has a preference

(107) Why would you rather have that?

(108) Have you used any part-wool blankets?

If respondent has not used part-wool blankets, turn to question 112
If respondent does use part-wool blankets, ask:

(109) What was the wool mixed with?
(110) Which would you rather have in a part-wool blanket—a wool-cotton mixture, or a wool-rayon mixture?
(111) Why would you rather have that?
(112) Do you buy your dishtowels ready-made?

If makes her own

(113) Do you make them out of toweling, or sacks, or what?

If respondent does not use ready-made dishtowels or toweling, turn to question 118

If respondent does use ready-made dishtowels or toweling, ask:

(114) What are the most important things you look for in buying ready-made dishtowels (toweling)?

If fiber not specified

(115) Do you prefer dishtowels made of cotton, or linen, or a mixture, or doesn't it make any difference to you?

If respondent has a preference

(116) Why would you rather have that?
(117) When you buy dishtowels, how much attention do you give to the price compared with other things you look for?
(118) Now we'd like to talk about the thin lightweight curtains (*not drapes*) that people use next to the window in the bedrooms and sometimes in their living and dining rooms. Do you ever use curtains of this kind?

If no

(119) How does it happen that you don't?

If respondent does not use such curtains, turn to question 128

If respondent does use such curtains, ask:

(120) What are the most important things you look for in buying curtains of this kind?

If fiber not specified:

(121) In buying thin lightweight curtains, do you like to have them made of cotton, or made of rayon, or a mixture of the two; or doesn't it make much difference to you?

If has a fiber preference

(122) Why would you rather have them?
(123) How do you think rayon curtains compare with cotton ones for looks?
(124) Which do you think are easier to wash and iron, cotton curtains or rayon ones?
(125) Why?
(126) Which do you think will wear longer, cotton curtains or rayon ones?
(127) Which do you think are more expensive, cotton curtains or rayon ones of the same type?
(128) Which do you use, paper window shades, cloth window shades, or venetian blinds as a covering for your windows?

If uses window shades or venetian blinds

(129) Why do you use these rather than the other kinds?

(130) *Please choose the 3 things in the list below which are most important to you when you buy each of the 5 articles named. Choose 3 for each article.*

	Curtains	House dress	Blouse	Winter dress	Summer street dress
Will wash and iron well					
Will dry-clean well					
Will wear well					
Is nice looking (good color and style)					
Is not expensive					
Is the right weight (warm for winter clothing; light and cool for summer clothing)	XXXX				
Is practical and comfortable in cut	XXXX				
Won't fade in the sun					

(130) *Please choose the 3 things in the list below which are most important to you when you buy each of the 5 articles named. Choose 3 for each article.*

	Curtains	House dress	Blouse	Winter dress	Summer street dress
Won't fade in the sun					
Is practical and comfortable in cut	XXXX				
Is the right weight (warm for winter clothing; light and cool for summer clothing)	XXXX				
Is not expensive					
Is nice looking (good color and style)					
Will wear well					
Will dry-clean well					
Will wash and iron well					

(130) *Please choose the 3 things in the list below which are most important to you when you buy each of the 5 articles named. Choose 3 for each article.*

	Curtains	House dress	Blouse	Winter dress	Summer street dress
Is nice looking (good color and style)					
Is not expensive					
Will wear well					
Is the right weight (warm for winter clothing; light and cool for summer clothing)	XXXX				
Will dry-clean well					
Is practical and comfortable in cut	XXXX				
Won't fade in the sun					
Will wash and iron well					

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